Robson Valley
Forest Tourism Opportunities Study
March 2000

Ministry of Small Business, Tourism and Culture
Forest Renewal B.C.
Northern Development Commission

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Photographs:
All photographs are courtesy of Elaine Gillette, with the exception of the first photograph, taken by Catherine Berris.

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MAP INFORMATION

Original map data from the project authors has been presented on Provincial digital base map layers in Adobe Portable Document Format ('.pdf'). Some data has been generalized (simplified) in an attempt to maintain reasonable download times and ensure map readability.

Limitations in how Adobe works within internet applications may preclude information on the maps

from being correctly displayed. This problem is particularly prevalent in large .PDF files. Examples include capability maps which display the basemap information, but no capability. If this occurs, please download the PDF file displayed on screen (even if there appears to be missing information), then launch Adobe Acrobat independently from (outside of) your internet application. The maps should display correctly in Adobe Acrobat outside of your internet application.

Simplified / Generalized Maps

Existing Tourism Use	**File Size**
Study Area Base Map	2,226KB
Tourism Operator Facilities / Base of Operations	1,106KB
Tourism Features, Routes and Activity Sites	1,339KB
Tourism Use	1,486KB
Tourism Product Suitability	
Cat Skiing	1,107KB
Hut	1,110KB
Mountain Biking	1,110KB
Resort / Lodge	1,112KB
Snowmobiling	1,115KB
Wildlife Viewing	1,117KB

Original Report Maps

Tourism Capability	**File Size**
Summer Use Capability	3,697KB
Winter Use Capability	3,188KB
Tourism Product Suitability	
Cat Skiing	3,096KB
Hut	3,651KB
Mountain Biking	3,157KB
Resort/Lodge	3,651KB
Snowmobile	3,163KB
Wildlife Viewing	3,519KB

EXECUTIVE SUMMARY

The Robson Valley Forest Tourism Opportunities Study (TOS) was initiated in November, 1999. The study builds upon previous tourism and recreation studies in the region and complements concurrent programs.

The study requirements included: maps showing tourism resources and constraints, identification of tourism products with the greatest opportunity, and analysis and recommendations for developing tourism opportunities. **This report includes two value-added components: suitability analysis of specific locations for the development of the tourism opportunities, and summer and winter use capability maps showing the interrelationships among different uses.**

The Robson Valley is located in east-central British Columbia and covers approximately 1.3 million hectares. About half of the population of 4,000 resides in Valemount and McBride. Both employment and community income are dominated by forest-based economic activity. While tourism has grown in recent years, it still accounts for only 8% of the region's economic base.

Tourism in the Robson Valley is playing an increasing role in the area's economy. The valley's major attraction is its high quality scenery and rugged environment. Despite increased investment and activity, local tourism potential remains under-exploited, even though tourism represents the most significant area for potential economic growth and a future source of diversification.

Valemount and McBride are both surrounded by exceptional biophysical resources that could support tourism. There are a number of high profile development proposals currently being considered for the Valemount area. While natural resource attributes are the region's greatest strength, the built facilities, recreation infrastructure and planning are areas of concern.

After detailed analysis and community consultation, the products found to offer the most potential for tourism development in the Robson Valley are the following:

- Resort/Lodge
- Hut Development
- Snowmobiling
- Ecotours
- Mountain biking
- Cat skiing

Resort/Lodge

There is excellent potential in the Robson Valley for resort/lodge facilities in the mountains. The product could be a small rustic lodge catering to activity enthusiasts, or it could be a high-end resort oriented towards the soft adventure traveller offering accommodation, food, and activities that are all high quality and/or unique. Lodges could cater to key winter (snowmobile, skiing) and summer (trail-based) markets. Importantly, a multi-season operation would be more likely to generate an adequate return on capital. Specific marketing opportunities include Rocky Mountain themes and family packages.

Forty-one potential sites for a resort/lodge have been identified, and a suitability analysis describes the opportunities and constraints of each location. Each site is rated based on potential access, nearby features and use areas, scenery, potential conflicts or incompatibility with existing user groups, potential environmental impacts, land tenure issues, and potential size of operation. Seven sites are rated as having very high or high potential for this product.

Some community and government actions that could support this product include: pre-feasibility analysis for potential sites involving government agencies, operators and the public; offering of site development services; addressing the small local pool of hospitality labour; seeking opportunities for cooperative marketing, co-branding, and venture capital; preparation of a networking handbook; and provision of efficient transportation linkages.

Hut Development

Additional huts in the mountains of the Robson Valley would provide increased opportunities for a range of back-country activities. The product could be a small rustic hut with no management (i.e. run by the users) or a more comfortable established hut with a resident host during the peak period. Huts could be independent destinations offering opportunities to stay in unique locations, or part of a hut-to-hut system facilitating longer back-country trips (e.g., along the North Caribou Ski Traverse). While huts offering accommodation could provide for significantly longer trips, the provision of warm-up and safety facilities could extend the length of day trips.

Forty two potential sites for huts have been identified, and a suitability analysis describes the opportunities and constraints of each location. Each site is rated based on potential access, nearby features and use areas, scenery, potential conflicts or incompatibility with existing user groups, potential environmental impacts, and land tenure issues. Eleven sites are rated as having very high or high potential for this product.

Private commercial huts run by one operator are not likely feasible. The most exciting opportunity is for the community, tourism operators and recreation groups to work together on the hut system. All could contribute to the development and management of the huts. Accommodation at the huts would be open to the public, including guided groups, for a fee with advance booking. One organization would need to take responsibility for management of the system, including funding, construction, marketing, booking, maintenance, and enforcement.

Snowmobiling

There are several snowmobile operators in the Robson Valley offering rentals and tours, as well as a significant amount of public snowmobiling independently and through some active clubs. The commercial product is dependent on bringing in more snowmobile participants who will purchase either guiding services or lease equipment and gear. This can only be done by adding value and service to the snowmobiling experience. The primary undeveloped opportunity is in the touring sector which could be encouraged with more tourism infrastructure (e.g. hut development) and tour packaging.

Three use areas near McBride and two areas near Valemount offer existing opportunities for increased snowmobile operations. Eight additional potential use areas in the Robson Valley have been identified and a suitability analysis of their potential has been provided. The primary challenge to establishing use areas for this product is conflicts with heli-skiers and back-country skiers. The winter land use planning tables in McBride and Valemount have helped to resolve these conflicts. More consultation among those groups could lead to some additional snowmobile use areas.

Some control over use and access to tenured areas have to be available, otherwise snowmobile operators will be hard pressed to invest the capital and equipment needed to upgrade their product, and visitors will have little inducement to spend more on the developed product. Additional community actions include: enhancement of facilities, direct marketing to snowmobile clubs, and potential for longer distance routes supported by lodges or huts.

Ecotours

Ecotours can involve a range of activities, themes and durations underpinned by an outdoor recreation experience. Operators in the Robson Valley offering an ecotour experience include operators who focus their product specifically on wildlife viewing, and operators offering guided hiking, heli-hiking, horse and llama packing, water-based tours (including canoeing, kayaking, rafting and jet boat tours) and ATV tours. Mountain biking also can qualify as an ecotour but is discussed separately below.

The Robson Valley does not have a high profile among eco-tourists, but a combination of natural features viewing and reasonably predictable wildlife viewing suggest good development potential. The primary potential lies in packaging excursions that involve a variety of activities, all including nature appreciation and wildlife viewing with an interpretive component, e.g. 3 day excursion including a number of activities such as hiking, rafting, horse packing, mountain biking, and ATV touring.

Forty-three areas with capability for wildlife viewing are identified. These are rated for suitability based on the species present, access, tenure, and likelihood of sightings. Fifteen of the sites are rated very high or high in suitability. Recommendations for new and improved hiking trails are included to enhance hiking opportunities. The Summer Use Capability map indicates the existing and potential uses for each trail and for rivers and lakes. In some cases, motorized and non-motorized uses are indicated on the same trail or stretch of river, particularly because there is an operator interested in providing ATV tours on many of the trails.

Community and government actions that could enhance the ecotour product include: developing a loop tour, marketing of guided tours, wildlife guidebook, pre-feasibility study for a local boat outfitter and equipment centre, marketing of multi-activity excursions, and a summer use planning exercise to identify acceptable uses for each trail.

Mountain Biking

Two operators in the Robson Valley are in the early stages of offering mountain bike rentals and tours. There is also public mountain-biking use. Mountain biking potential is linked predominantly with recreational day use rather than multi-day tourism use.

Nine areas have been identified as potential commercial mountain-biking areas, of which six are rated as high in suitability. Each site is rated based on potential access, nearby features and use areas, scenery, potential conflicts or incompatibility with existing user groups, potential environmental impacts, and wildlife-viewing opportunities.

Some community and government actions to promote mountain-biking opportunities include: designation and marketing of dedicated bike trails and tour products, access to upper valley areas by helicopter or vehicle, hut development, summer trail planning, marketing of ecotour packages, and event promotion.

Cat Skiing

There is currently no cat skiing in the Robson Valley. One operator has applied for tenure for cat skiing in the Mica and Kiwa areas near Tete Jaune. The features which have made heli-skiing successful in the Robson Valley (exceptional terrain and snow conditions, competitive infrastructure, destination status) could also make cat skiing a viable product in the region, one which is much more accessible to higher volume regional markets.

There appear to be fewer conflicts in the Kiwa area than in the Mica area. Potential for additional locations for cat skiing will be primarily limited by existing use areas for heli-skiing, back-country skiing and snowmobiling. If the cat skiing does proceed in one location, it would be most appropriate to evaluate it and then to determine potential for expansion to other sites through consultation with the other user groups.

Actions to promote cat ski opportunities include encouraging the involvement of local entrepreneurs and working toward local agreements addressing multiple use as commercial activities grow.

Tourism Development Recommendations

The final chapter provides recommendations and the rationale for enhancing tourism in the region in general. Recommended actions are provided for the following: implementation, packaging, regional product guides, internet promotion, research services, site identification and servicing, interpretive and directional signage, trail development, land use, and human resources.

Continue to Chapter 1: INTRODUCTION

1.0 INTRODUCTION

1.1 Context and Purpose

The Robson Valley Forest Tourism Opportunities Study (TOS) was initiated in November, 1999. It is one of a series of studies initiated by the Ministry of Small Business Tourism and Culture (MSBTC).

In 1991, MSBTC began undertaking tourism resource inventories. These projects, which were completed for the entire province, were conducted at a scale of 1:250,000 and provide information on resources that are important for tourism, and capability analysis for specific products. These projects were suitable for provincial and regional land use planning, but did not provide sufficient detail or guidance for sub-regional planning. In 1996, MSBTC began a series of tourism opportunities studies. These projects provide more detail on resources, and include local involvement and an economic analysis component.

The information obtained will enable government to support the efforts of individuals, municipal governments, First Nations and tourism and recreation associations to:

- Diversify local economies,
- Maintain access to recreational resources for local residents, and
- Minimize conflicts among resource users.

The TOS provides information and recommendations that will advance tourism economic development. It is not the end result and government will continue to work with communities on the implementation phase.

The objectives of this project were to:

- Update and enhance existing tourism and recreation information,
- Identify land and resource issues that have a bearing on tourism and recreation development,
- Identify and analyze the strengths, weaknesses, opportunities and threats for tourism development and recreation use in the study area, and
- Identify "next steps" that communities and other governments can take to develop tourism opportunities in the region.

The required products of the study were:

- Detailed digital and hard copy maps showing existing and potential tourism and recreation use, capability and constraints,
- Identification of tourism products with the greatest opportunity, and
- Detailed analysis and recommendations for developing tourism opportunities, including candidate areas for product/activity development.

This report includes two value-added components: suitability analysis of specific locations for the development of the tourism opportunities, and summer and winter use capability maps showing the

interrelationships among different uses.

The additional work related to suitability assessment of potential tourism sites is based on the following definitions:

- Capability – the ability of the land base to support the activity or facility depending on the biophysical, natural, cultural and physical infrastructure components (project requirement).
- Suitability – in addition to the above, consideration of competing uses, permitted uses and potential uses, including anticipated public perceptions (value-added component of project).
- Feasibility – evaluation of development potential based on site-specific assessment, cost estimates and pro formas, and public consultation (not part of project).

1.2 Related Work

This study builds upon previous tourism projects in the area, providing updated and more detailed information and recommendations. Several previous studies provided important background information:

- *Robson Valley Forest Sector Opportunities*, by Robinson and Associates, 1997.
- *Prince George Region Tourism Development Opportunity Analysis*, by Economic Planning Group, 1998.
- *Valemount and Area Economic Development Strategy*, 1994.
- *McBride and Area Economic Development Strategy,* 1996.
- *Identification and Analysis of Potential Back-country Ski Sites*, series of reports by George Evanoff prepared between 1992 and 1995.

These and other relevant reports are listed in the Bibliography.

A number of studies related to tourism in the Robson Valley are also being conducted concurrently:

- *Park and Backcountry Gateways Program (Valemount)*. Valemount is one of three pilot communities for the program. The goal of the Park and Backcountry Gateways program is "to develop public and commercial recreation opportunities for local communities, while promoting a strong commitment to support the protection of natural values and work within the ecological and conservation mandates of parks." In Valemount, this is a multi-year plan with specific projects such as developing an interpretive centre, improving the RW Starratt Wildlife Sanctuary, and developing a cross-country trail system at Swift Creek/McKirdy. It also involves cooperative marketing efforts and support for longer-term tourism development projects. The TOS will provide information that will help to identify Gateways initiatives for the longer term.
- The Northern Land Use Institute at the University of Northern B.C. is undertaking studies and conducting workshops related to tourism planning in the Robson Valley. *Tourism Planning in Forest-Dependent Communities of the Robson Valley: A Community-based Collaborative Approach* was published in 1998, and follow-up workshops are under way.
- The Ministry of Forests has been facilitating winter land use planning sessions in McBride and Valemount to establish consensus on winter use areas for specific activities.

1.3 Study Methods

The work plan for this project involved the following key steps:

- **Start-up Meeting** with government agencies in Prince George.
- **Review of Previous Studies** and summary of tourism opportunities.
- **Consultation** with tourism operators, recreation groups, and agencies to identify information on existing operations and tourism opportunities. Over 70 tourism operators and recreation groups were identified and contacted. The response rate was 42%. General information obtained from the consultation is included in this report. The contact list is in Appendix A, the questionnaire form is Appendix B, and the detailed responses can be obtained in digital form from MSBTC.
- **Data Compilation** to collect, update, refine and organize information from government agencies and tourism operators.
- **Preliminary Product Analysis** to identify the key tourism opportunities.
- **Status Report and Maps** summarizing process and preliminary results.
- **Public Information Session** in Dunster on January 29, 2000 to provide information and seek input from operators and the public. About 30 people attended the meeting. They showed interest in the project. One of the primary comments raised was an interest in public involvement in any proposed tourism facilities in the back-country.
- **Detailed Tourism Analysis** identifying opportunities and related information in more detail, with specific implementation recommendations submitted as Draft Report.
- **Final Report and Data Base** including hard copy report and map folios and all digital information in transferable format to provincial standards. All data was delivered to and is managed by MSBTC.

Continue to Chapter 2: SITUATION ANALYSIS

2.0 SITUATION ANALYSIS

2.1 Description of Region

The Robson Valley is located in east-central British Columbia and covers approximately 1.3 million hectares. It lies largely within the Rocky Mountain trench between the Cariboo and Monashee Mountains to the west, and the Rocky Mountains and the Alberta provincial border to the east. The major population centres in the area are McBride and Valemount. Other communities include Crescent Spur – Loos, Dunster, Tete Jaune, and Albreda.

BC Statistics has estimated the 1999 population of the Robson Valley to be approximately 4,000. Population pockets include McBride (757 persons) and Valemount (1,362), with smaller communities and rural areas accounting for the rest. While the total population increased by 12% between 1991 to 1997, there have been population losses since then. Overall, the population in the Robson Valley has not returned to peak levels reported in the early 1980s.

Key economic sectors in the Robson Valley include forestry, wood products manufacturing and the public sector. Both employment and community income are dominated by forest-based economic activity, including harvesting and processing. The Ministry of Finance has classified the Robson Valley as one of the most forest-dependent (and thus least diversified) regions in the province. While tourism has grown in recent years, it still accounts for only eight percent of the region's economic base.

The landscape of the Robson Valley is rugged and characterized by snow-capped mountain ranges, steep forested slopes and fast moving mountain streams that form the headwaters to the Fraser River. The Rocky mountain trench with its gentle topography bisects the mountains and provides suitable land for agriculture, road and rail transportation and community development.

Robson Valley Near McBride – Typical Winter View

To the west, the Robson Valley borders on three provincial parks: Bowron Lake, Wells Gray and the Mitchell Lake-Niagara protected area that connects them. To the east are the Willmore Wilderness Area, Mount Robson Provincial Park, and Jasper National Park, and to the north-east is the Kakwa Recreation Area.

The two main gateways are the Fraser River which flows north-west from Mount Robson Provincial Park toward Prince George, and Kinbasket Lake, which lies south-east between the Rocky Mountains and the Monashee Ranges.

Although currently a minor economic contributor, tourism in the Robson Valley is playing an increasing role in the area's economy. The valley's major attraction is its high quality scenery and rugged environment. There are also numerous attractions, events and activities in the Robson Valley that attract visitors. Many have traveled from around the world to experience Jasper National Park and Mount Robson Provincial Park.

The industry has evolved around operations in lodging, guided back-country trekking, heli-skiing and heli-hiking, snowmobiling, cross-country skiing, golfing, and hunting. Future developments are planned for adventure holiday resorts, snowmobile lodges, more golf courses, more white water rafting and several varieties of mountain touring. Despite increased investment and activity, local tourism potential remains under-exploited, even though tourism represents the most significant area for potential economic growth and a future source of diversification.

2.2 Communities

2.2.1 Description of the Valemount Area

The Village of Valemount is located at the confluence of the Rocky, Cariboo, and Monashee mountain ranges in a wide, picturesque valley, at the western end of the Yellowhead pass. The area is serviced by the Yellowhead Highway, CN Rail, and regular bus transportation. The Valemount airport has a paved 4,000-foot runway. The community is a short one-hour drive from Jasper, Alberta, and a 20 minute drive from Mount Robson and Mount Robson Provincial Park. Edmonton is a five hour drive and Prince George and Kamloops are each a three to four hour drive. Both Jasper National Park and Mount Robson Provincial Park have been declared World Heritage Sites by the United Nations.

The hospitality inventory is considered above-average for a community of this size. The Village has about 40 facilities providing more than 450 accommodation units, and 21 food and beverage facilities. The occupancy rate for the motels and hotels during the summer months is very high, and during the winter months visiting snowmobilers keep the accommodation facilities busy.

There are six provincial parks in the region and although long-term park visitation and use is on the increase, there has not been significant growth over the last five-year period. Mt. Robson Provincial Park is the main draw, accounting for more camping and day use activity than all other facilities combined.

Valemount has a relatively diverse visitor market profile, including a large representation (approximately one third) of Europeans. BC residents and other Canadian visitors each account for one quarter of all visitors. Most of the remaining markets are American visitors.

The outdoor adventure industry around Valemount consists of a number of commercial operators involved in land-based, water-based and tourism activities. The highest profile operations are in heli-skiing, throughout the Robson Valley, where companies like CMH regularly attract world markets to the area.

There are a number of high profile development proposals currently being considered for the Valemount area. These include Terra Nova's proposed resort development at Canoe Creek hotsprings and Sunrise International Inc. proposals for a gondola at Canoe Mountain and a "dude" ranch near the village. Because of the nature of these proposals, land use and management is a major topic of concern in Valemount both from a tourism development perspective and a growth management perspective. These proposals have not been described or mapped in this study because of the extensive attention they are receiving elsewhere. Another proposal will see a birding festival established at the R.W. Starratt Wildlife Sanctuary for the upcoming summer season.

In terms of resource use conflicts, there is some controversy surrounding heli-skiing, snowmobiling and cross country skiing in the West Ridge area, involving both commercial operators and local recreationists. While the affected parties are talking about potential solutions, to date there is no agreement on how to resolve the disputes.

There is an active Tourism Committee in Valemount which is involved in developing an inventory of tourist attractions and supporting the development of multi-use trails in the area.

2.2.2 Description of the McBride Area

Located on the Yellowhead Highway (Hwy #16) between Valemount and Prince George, the Village of McBride is conveniently located in the heart of the Robson Valley. It is 220 km (136 mi.) east of Prince George and 65km (40 mi.) north of Tete Jaune Cache. To the east along Hwy #16 there are the two major parks, Mount Robson Provincial Park and Jasper National Park.

Although McBride has a smaller tourism base than neighbouring Valemount, it does enjoy proximity to some equally valuable natural resources for tourism development. There are 10 accommodation facilities representing approximately 140 units, and another 10 food and beverage facilities. Occupancy rates are good for the peak summer months, but the lack of off-season tourism product and business visitation means business dips significantly in winter.

The visitor profile for McBride tends to be closer to that of Prince George than Valemount, with fewer Europeans and higher proportions of American and BC visitors.

Like Valemount, there are several commercial recreation operators involved in the McBride area, although there is no dominant product niche. Interestingly, according to Travel Info Centre registrations, visitors to McBride are more likely to be interested in outdoor activities as a main trip purpose than Valemount visitors. The area's exceptional scenery, wildlife viewing and recreation opportunities draw a variety of outdoor recreation enthusiasts. Snowmobiling, especially, has grown in recent years with improvements made at Bell Mountain and Mount Lucille. The concern now is how to manage future growth and maintain product quality.

In terms of local planning in tourism, the McBride Economic Development Commission has been restructured and the economic development strategy is being revised. Tourism issues will figure prominently in this new planning. A trail and tourism committee of the Chamber of Commerce has recently been formed to assist with the tourism development process.

Although land use concerns and conflicts dominate tourism product development in McBride, they are not as high profile nor as controversial as they are in Valemount. Some progress has been made mediating resource conflicts with the adoption of an informal land use agreement between local recreation clubs and commercial operators. Between the agreement and an education brochure which has been produced, there will be a local mechanism for resolving conflicts before they become entrenched or require intervention by land managers and other government agencies.

2.2.3 Competitive Position

Valemount and McBride share a number of strategic assets which support tourism activity, including:

- The scenic valley and alpine vistas that factor into most outdoor recreation experiences. These scenic resources combine with other favourable physiographic and biogeoclimatic conditions to make the region prime territory for its heli-skiing, hiking, trail riding, snowmobiling, skiing and canoeing products.
- The proximity to Mount Robson and Jasper parks is of strategic importance for two reasons. First, the parks are a big attraction for international travel markets who often associate them with the unspoiled wilderness. Both Valemount and McBride benefit from their proximity to the parks because they can often provide the same experiences at a much lower cost than the parks can. Second, as parks management controls and restricts in-park development, there will be opportunities to provide a variety of tourism-related services to park visitors and support services to the parks themselves (e.g. trash, janitorial, food and restaurant supply, equipment repair services).
- The marketing cachet associated with the Rocky Mountains has strong appeal for international markets. Apart from the Pacific Coast and the Arctic, the Rockies provide the only location in Canada with high international "brand" recognition.

While natural resource attributes are the region's greatest strength, the built facilities, recreation infrastructure and planning are areas of concern.

- More quality hospitality services including accommodation and food and beverage facilities are required. Although Valemount is better positioned than McBride, the whole region could benefit from further upgrading. The difficulty is that investment in hospitality infrastructure is closely tied to existing market volumes - without more visitor volume and spending, investment in room units and dining tables is unlikely to occur. Tourism and economic development planning efforts will have to proactively address this dilemma if communities are to attract new development.
- The conditions of existing trails are deteriorating noticeably and impacting commercial development prospects, as well as public safety. While more and more outdoor markets are discovering the Robson Valley, there is the risk that they may increasingly find less than suitable conditions. Some agreement on the long-term maintenance of trail facilities is required before the future marketability of the region is jeopardized.
- Just as parks managers try to define and manage for limits of acceptable change within their park areas, managers of the remaining Crown land base will be forced to address the critical issues about land health. This will inevitably involve multiple stakeholders in further land and resource management planning, something that is already occurring in the Robson Valley, sometimes successfully and other times not. Unless a model of cooperative land use that is operable and accepted at the local level is developed, the Valley's outdoor adventure tourism potential will be under-utilized.
- Marketing is one issue seen by many operators as a constraint to future growth. While there are some tourism businesses operating sophisticated marketing programs, most small operators have neither the expertise nor the resources to function at this level. More cooperative planning and marketing is one solution to this problem. This also happens to be an area where local organizations such as the chambers of commerce and the economic development commissions can play a lead role.
- A related issue to the foregoing is the broader need for further product development, especially where unique qualities and attributes can be packaged to attract not just higher volume, higher paying markets, but, importantly, more seasonally diversified markets. Many operators cannot afford more extensive marketing programs because of a short operating season and a lack of packaging. If they are fortunate, they may have a winter and a summer product to market, but that still may leave a six to seven month period of inactivity and cash flow concerns. The additional burden of having to come up with new capital investment is therefore daunting.

Continue to Chapter 3: TOURISM PRODUCT ANALYSIS AND RECOMMENDATIONS

3.0 TOURISM PRODUCT ANALYSIS AND RECOMMENDATIONS

3.1 Introduction

This section of the report involves an analysis of the tourism products with the greatest potential for growth and development in the Robson Valley. An analysis of products and activities identified in previous studies was conducted in order to select the short list of products for more detailed analysis.

The major tourism products were then analyzed using SWOT (strengths, weaknesses, opportunities and threats) analysis and resource assessment. SWOT is an analytical tool meant to assist decision-makers sort through and prioritize opportunities and initiatives that will serve the mutually beneficial goals of tourism development and community economic development. A strategic assessment of strengths and correctable weaknesses helps in identifying certain opportunities, while intractable weaknesses and threats suggest possible limitations to development.

A review of strengths, weaknesses, opportunities and threats helps to bring order and priority to the often broad range of actions a community may deem appropriate for achieving its development objectives. Once identified, the opportunities are analysed for their basic resource and competitive requirements and their growth/development potential. These are then compared to strengths and weaknesses, and an assessment can be made about opportunity potential both in a market/competitive sense (i.e. Is the opportunity viable as a business in this area?) and in terms of local acceptability (i.e. If developed, is this opportunity acceptable given local values and attitudes towards the community's future?).

The assessment that follows the SWOT analysis table for each product reviews the product capability from a number of different perspectives. The methodology is based on the following criteria:

- **Suitability/Existing Use** – Is the activity suitable for the study area from an historical or socio-economic perspective? What is the level of existing use and is there over-development or perhaps underutilized capacity?

- **Resource Capability** – On a High, Medium, Low scale, what is the overall resource capability of the resource for hosting this activity/product?

- **Market and Socioeconomic Assessment** - **Market** criteria account for existing and future market potential. **Government** criteria indicate how dependent the activity is on government-controlled land use and tenure policy/management. **Community** criteria capture such diverse measures as job creation, community interest and overall economic impacts.

- **Potential** – What issues or development considerations are known, either through past research or feedback obtained from operators and other local stakeholders, about the potential for further development of this activity/product in the study area.

A major theme of this project has been the feedback received during the community consultation and survey process concerning the numerous tourism and tourism-related planning processes that have occurred in the region over the last five years. In point of fact, an extensive body of tourism analysis has been compiled through projects sponsored by the Prince George Region Development Corporation, Forest Renewal BC and the Ministry of Forests, among others. As each study involved a survey or interview program involving tourism operators, questions were increasingly asked about the need for recurring data collection and overlapping planning exercises. Several tourism industry contacts for this project reiterated their desire for more emphasis on implementation and less on planning and analysis.

For this reason, development recommendations are emphasized in this report. Following the assessment of each major product, recommended government and community actions are identified. Additional community actions that are not specific to each product are identified in section 4 of this report.

3.2 Product Selection

The following long list of activities and products was compiled from previous studies and the project Steering Committee and vetted during the operator survey and public information session in Dunster:

- Resort/lodge
- Glacier tours
- Wildlife Viewing
- Dogsled tours
- Mountain biking
- ATV tours
- Mountaineering/hiking
- Horse/llama packing
- Fishing
- Water-based tours
- Back-country skiing
- Cross-country skiing
- Heli-skiing
- Cat skiing
- Downhill skiing
- Snowshoeing
- Snowmobiling
- Hunting

The list was shortened to account for activities which were considered secondary to some other destination product, or which did not generate enough business locally to support new business ventures by themselves. The short list of products includes:

- Resort/lodge
- Hut Development
- Snowmobiling
- Ecotours
- Mountain biking
- Cat skiing

The above list is not meant to be definitive or to exclude other products or activities from consideration for development. It is based on a review of natural resource capabilities and existing product and market development of the region . It does not imply other opportunities may not exist, or that new products that combine several activities could not be developed.

An entrepreneur may decide to develop a commercial recreation venture in the Robson Valley because of the availability of other key inputs such as capital or management experience, even though natural features or the existing pattern of tourism development may not appear favourable for that particular product. The influence of such factors on the development process are difficult to assess and sometimes intangible, but they should never be dismissed by communities that wish to expand their tourism potential and diversify their economic bases.

The following provides some description of the products and activities that were not included on the product short-list, and the rationale for excluding them or explanation of how they were addressed:

Hiking/ Mountaineering
Hiking is a popular activity in the Robson Valley. It is associated with the major products Resort/lodge, Hut development and Ecotours. It is discussed in the Ecotours section.

Horse/Llama Packing
There are some operators in the Robson Valley who offer horse and llama packing. It is discussed in the Ecotours section.

Back-country Skiing
There is a moderate amount of back-country skiing. Most of it is self-guided, but some tourism operators lead guided trips. The back-country skiing is located primarily in areas where skiers can access alpine or sub-alpine areas. The primary use areas are the Dore River drainage south-west of McBride, Bell Mountain, Dave Henry, Mica Mountain, Westridge and Canoe Mountain. The snow quality, length of season and terrain suitability are favourable in the Robson Valley, but the marketability is low. In addition, revenue potential from this activity is among the lowest of all outdoor recreation pursuits. The primary opportunity to enhance this product is through development of huts, which is addressed.

Cross-country Skiing
Cross-country ski opportunities, with set tracks, are available at Jackman Flats, Camp Creek, and Bell Mountain. This is a front to mid-country activity appealing primarily to local residents. It does not meet the criteria of this project, which focuses on back-country products.

Downhill Skiing
Some feasibility work for a downhill ski facility at Canoe Mountain near Valemount has been completed. Downhill skiing is not addressed here because it is a front-country activity and because of the highly specialized work that is already under way on this product.

Glacier Tours
Air tours have not been marketed as a major product in the Robson Valley, but a number of the companies listed in the heli-ski data base likely provide this. The spectacular scenery and draw of glaciers and the Rocky Mountains make for favourable marketability to conduct air adventures (e.g. Rocky Mountain air safaris), but the market size is limited. A major destination attraction in the region such as a resort

development would bring in new markets looking for short-duration glacier tours. In Squamish, for instance, glacier air tour businesses obtain most of their clientele from Royal Hudson traffic. Glacier tours could be considered to sites identified in the Ecotours section.

Dogsled Tours
There is one operator in the valley who offers dogsled tours up Small River. A tenure application for this has been submitted. Dogsled touring is presently a very small niche market. Small, hard-to-reach markets and competition from more exotic destinations limit development potential. However, dogsled tours could be packaged as a secondary product with other winter sports.

Water-based Tours
There are some operators in the Robson Valley who offer water-based tours. This is discussed in the Ecotours section.

ATV Tours
There are two operators in the Robson Valley who offer ATV tours. This is discussed in the Ecotours section.

Fishing
Three operators offering fishing are noted in the project data base, however none of them responded to the survey. Fishing is a significant recreation activity in the study area associated with the major products Resort/lodge, Hut development and Ecotours. Several of the lakes are on a stocking program with rainbow trout or eastern brook trout. Many of the rivers and streams throughout the valley also support natural fish populations. The primary lake fishing areas are Kinbasket Lake, La Salle Lakes, Shere Lake, Little Lost Lake, Moose Lake, Yellowhead Lake, Whitney Lake and Saddle Lakes. The Robson Valley is not perceived as a destination by non-resident anglers and thus has low marketability on its own. However, packaging special activities like fishing in alpine lakes with other mainstream products can increase the potential market among adventure travellers.

Heli-Skiing
Four heli-skiing companies have tenured heli-skiing areas covering a large portion of the Robson Valley. One of those companies has applied to expand their tenure area. Exceptional terrain suitability, competitive infrastructure, an internationally renowned destination status, and the well-established reputations of existing operators make heli-skiing the most competitive and unique outdoor product in the area. But, this is a mature market having grown steadily since the 1970s. Considering that most capability areas have been tenured or have tenure applications pending, together with the capital-intensive nature of this product, potential for expansion is limited.

Snowshoeing
Snowshoeing occurs on an informal basis throughout the valley, but it has not been developed as a tourist activity. The diversity of terrain and snow conditions are well suited for this product, and the market is growing as snowshoeing is easily learned and safe. However, the small market base and the fact that snowshoeing is not a primary destination activity limit the opportunity. The best potential may be in the front-country where there are more accessible trails and proximity to accommodation. Backcountry snowshoeing would require coordination with other trail and hut users.

Hunting
There are 6 operators in the hunting data base, and 4 of these are licensed guide outfitters whose combined territory covers the bulk of the Robson Valley. Those who responded to the survey indicated that business is good, with Americans being the primary user group staying an average of 10 days per trip. The large mammal population, spectacular scenery and relatively low population make the Robson Valley an attractive destination for hunting.

Participation in hunting has generally been declining, and regulations and anti-hunting sentiments are potential deterrents to growth. The best potential relates to expanded activities, with a focus on hunting in the fall, when there is less participation in other activities. Some of the guides are expanding their

businesses to include non-consumptive back-country tours (refer to Ecotours section) to take advantage of their infrastructure and tenure. Challenges include re-orienting their service and personnel to deal with a radically different clientele and getting used to the much lower per diems of ecotourists versus hunters.

3.3 Major Product Assessment and Recommendations

3.3.1 Resort/Lodge

Strengths	High quality scenic attributes. Remote alpine locations. Proximity to Mt. Robson Park. High value features with the potential for wildlife viewing. Range of summer and winter activities: skiing, snowmobiling, hiking, biking.
Weaknesses	Provincial and regional competition for similar products. Processing time for Crown leases and tenure. Distance to major airports. Lack of major destination products, other than heli-skiing. Transportation costs to the region. Small labour pool. Out-of-area operators.
Opportunities	Specialty lodges. Multi-activity packages. Interpretation of the Rocky Mountain theme. Family packages with diversified activity options. Increased sales to national and provincial park visitors.
Threats	Forest harvesting (with visual and environmental concerns). Land use uncertainties.

Suitability/Existing Use

There are currently only four lodges in the region that focus exclusively on back-country activities: CMH-Cariboo Lodge, CMH-Valemount Lodge, Crescent Spur Holidays Lodge and Dave Henry Lodge. The first three listed cater specifically to heli-skiing visitors. Three of these lodges are on roads and one is backcountry, and all of them accommodate their own guests only.

There are thirteen additional lodges in the region that were listed by tourism operators as providing accommodation for their guests (see Resort/Lodge Suitability map). These are along roads, but do not include the highway-oriented motels located within communities. Some of the facilities refer their guests to tourism operators for their activities, and others provide a guiding service as part of the resort package. The activities offered include: back-country skiing, horse packing, hiking, and water-based activities.

Resource Capability

Potential locations for resorts or lodges are indicated on the Resort/Lodge Suitability map. Forty-one potential sites for a resort/lodge have been identified, and a suitability analysis describes the opportunities and constraints of each location (see Appendix C).

Bell Mountain

Each site is rated based on potential access, nearby features and use areas, scenery, potential conflicts or incompatibility with existing user groups, potential environmental impacts, land tenure issues, and potential size of operation. Seven sites are rated as having very high or high potential for this product.

Data available from Evanoff was used as a first cut in identifying potential resort sites. However, those sites focus almost exclusively on potential for back-country skiing and a group size of 10 to 15. The criteria for resort capability were expanded to address other uses and larger groups, e.g. up to 40 guests. Most of the sites under consideration would require helicopter access. However, flight times are a significant factor due to the high cost, so sites that are remote from a helicopter base would be far more expensive to service.

Detailed notes on the positive features and possible constraints of each potential site are included in Appendix C. The sites with the highest potential are:

- Renshaw – this would cater primarily to snowmobilers, and also be used by hikers, ecotours, horse tours, and mountain bikers,
- Bell Mountain - this would cater to snowmobilers, back-country skiers, snowshoers, hikers, ecotours, and mountain bikers,
- Blueberry - this would be a smaller lodge catering primarily to horse packing, hikers, and back-country skiers,
- Holliday Creek alpine – this alpine area would cater to horse packing, hikers, and back-country skiers,
- Beaver River Bench Lakes (Holmes) – this unique and "treasured" area would offer primarily summer use, e.g. hiking, horse packing, possible snowmobiling,
- Cariboo Lakes – this beautiful area along a ski traverse would cater to hikers, skiers, and snowmobilers.
- Blackman alpine – exquisite alpine plateau with numerous small lakes with potential for strong summer and some winter use.

Blueberry Alpine

Market and Socio-economic Assessment

Demographic changes of key markets indicate a growing demand for this product, in North America and internationally, especially among baby boomers. Lodges are generally preferred by the experienced ecotourist, with 66 percent stating cabins as their preferred choice of accommodation, followed by lodges/inns at 60 percent and tent/camping at 58 percent. In contrast, the average traveller prefers to stay in hotels/motels (56 percent), although as lodges become more upscale and comfortable, they will gain increasing popularity with the general consumer as well.

The lodge business is capital intensive, meaning market entry will be limited. While this will constrain competition, it also means development can be a slow process. New projects such as the proposed Canoe Mountain Resort cost in the several millions of dollars and take years to develop. The advantage of lodge developments is that their impacts on economic development can be very favourable. They generate job and income opportunities for nearby communities through site development, investment and ongoing operations, they increase the capacity for more visitation by adding to the facilities inventory, they attract

new visitor markets and they can build operator networks by hiring existing operators for guiding services.

Tenure is a very important issue for backcountry lodge development as it will usually entail some use of Crown land. The lodge/resort product will not attract the necessary investment dollars if operators are uncertain about land and resource use and management. BCAL has taken a proactive stance in the Robson Valley by issuing an RFP for the Canoe Mountain development. More support of this type for areas with high capability would help to provide feasible opportunities for new lodges.

Holliday Creek Alpine

Potential

There is excellent potential in the Robson Valley for resort/lodge facilities in the mountains. The product could be a small rustic lodge catering to activity enthusiasts, or it could be a high-end resort oriented towards the soft adventure traveller offering accommodation, food, and activities that are all high quality and/or unique. Lodges could cater to key winter (snowmobile, skiing) and summer (trail-based) markets. Importantly, a multi-season operation would be more likely to generate an adequate return on capital. Specific marketing opportunities include Rocky Mountain themes and family packages.

Communities should be striving to address the small local pool of hospitality labour, access to Crown land (for site development, access and activities) and the need for efficient transportation linkages. All are important for attracting the high-paying, demanding markets that are needed to support a resort facility.

Community/Government Actions

1. Prepare pre-feasibility analyses for potential sites, involving operators and government agencies in this process, with a public involvement component. This could also involve UNBC student assistance or students from the CNC Outdoor Recreation program.
2. Offer site development services, identifying and marketing prime sites for development.
3. Work on enhancing the small local pool of hospitality labour.
4. Seek out opportunities for co-operative marketing, co-branding and venture capital with companies and organizations that meet the positioning of the outdoor product (Roots Canada, Eddie Bauer, etc.).
5. Prepare a networking handbook that would list products and services available from local guides and outfitters. The handbook would encourage working relationships between resorts and lodges and existing operators as an efficient and effective way to add value to the resort/lodge product.
6. Provide efficient transportation linkages to support lodge construction and access for visitors.

Blackman Alpine

3.3.2 Hut Development

Strengths	Remoteness, scenery, significant recreation features, good trail infrastructure.
Weaknesses	Vandalism, repeatability of product potential in the Rockies and other neighbouring regions, compliance and enforcement.
Opportunities	Rustic to high end alpine, lake and bike hut-to-hut.
Threats	Increased recreation use affecting "remote" experience, forest harvesting.

Suitability/Existing Use

There are currently 4 huts in the Robson Valley that provide overnight accommodation: Ozalenka (Ozalenka Alpine Club), Eagle Valley (OAC), West Ridge (Yellowhead Outdoor Recreation Assn.), and McKirdy (YORA). An additional 6 huts provide facilities for day use, primarily for warm-up in winter or safety. The huts are located near McBride (5), near Dunster (1), and near Valemount (4). These are rustic huts maintained by outdoor clubs catering primarily to hikers and back-country skiers.

The topography and climate of the study area is well suited for hut development, including accessible sub-alpine and alpine areas. The proximity of major town centers to remote regions and significant features appeals to those seeking a natural, undeveloped environment that can be readily accessed.

Resource Capability

Potential locations for huts are indicated on the Hut Suitability map. Forty two potential sites for huts have been identified, and a suitability analysis describes the opportunities and constraints of each location (see Appendix C). Each site is rated based on potential access, nearby features and use areas, scenery, potential conflicts or incompatibility with existing user groups, potential environmental impacts, and land tenure issues. Eleven sites are rated as having very high or high potential for this product.

Eagle Valley Hut

The resource capability for hut development is very similar to capability for resort/lodge. The highest potential resort/lodge locations listed in section 3.3.1 are also the preferred locations for huts. If resorts are not developed, these sites have potential for huts. If resorts are developed, some of the locations lend themselves to satellite huts with access from the resort.

The Renshaw has definite opportunities for satellite huts (e.g. Spirit Lake, upper East Twin, and polygon #3). Bell Mountain could also incorporate a higher elevation hut as a base of operations for multi-season alpine activities. Blueberry and Holliday have definite potential for satellite huts for more extended multi-season touring. Beaver River Bench Lakes and Cariboo Lakes are more restricted in terms of suitable terrain, so they have less potential for additional huts if a resort was developed.

McBride Peak/Paradise Ridge is more suitable for a hut than for a resort. This is a high public use area where a resort would alienate land for private use, but a hut would support and enhance the public use.

Several locations are rated higher for a hut than for a resort/lodge because they are too remote or too small to support a larger facility. These include: Raush Headwaters, Chevron Peak, and Upper Goat River.

Cariboo Lake

Market and Socio-economic Assessment

Huts provide ecotourism (low impact, non-consumptive tourism) with a degree of comfort in chosen settings. Huts normally provide a rustic experience but there are opportunities to provide more comfortable accommodations. Huts allow recreationalists a warm shelter and are well suited in this region of high precipitation.

Ecotourism is a growing industry and is expected to continue to increase with environmental awareness. Hut-to-hut opportunities are best associated with the:

- Nordic sub-alpine/alpine features and associated ski touring, hiking, mountaineering and wildlife/ nature viewing.
- Lake features and associated freshwater sport fishing, canoeing, hiking and wildlife/ nature viewing.

A hut system can enhance any number of activity-based products, especially those that rely upon a trail system. Thus, opportunities for snowmobiling, back-country skiing, hiking, mountain biking, horse packing, nature observation and wildlife viewing could all be enhanced with the development of a hut system. The activities supported by a single hut include hiking, mountaineering, mountain biking, back-country skiing, showshoeing and snowboarding. Hut-to-hut systems are generally designed for hiking and back-country skiing.

The availability of huts lowers the risk associated with some outdoor activities, thereby broadening the market appeal to the soft adventure market and increasing the viability of guiding operations. Such a system would extend access into more remote areas of the alpine, open up the possibility for more multi-day trips and give operators more options for creating and packaging unique tours, all without adding significantly to capital and operating costs.

The major challenge for a hut-to-hut

system is managing for shared use and maintenance. Many hut facilities in the province were created by local recreation clubs, usually on Crown land. Issues concerning priority use, the implications of commercial use and ways and means of raising funds to maintain the facilities are important development considerations. Solutions to multiple-use issues are best proposed and implemented from within the region with the cooperation and participation of the affected parties.

Ozalenka Cabin

Hut development generally involves three interest groups: the community, recreation groups and commercial operators. A strictly commercial development of huts may not be feasible in the Robson Valley in the short-term because of uncertainties associated with obtaining adequate tenure on Crown land. If the operator is unable to enforce authorized use of the huts or restrict use of the surrounding area for its tours only, then there will be little inducement for visitors to pay for commercial services. Additionally, for tour operators with smaller operations, the ability to raise capital for the initial investment and subsequent maintenance is a major barrier.

This means that an approach involving the community and recreation groups might be preferred. Successful hut networks in the US (e.g. 10th Mountain Division Huts in Colorado) were built with public funds, usually from the US Forest Service. They are then operated on a self-supporting basis through paid use by both local recreationists and tourists. This local involvement increases the range of financing options, encourages cooperative solutions to potential use conflicts before facilities are constructed, and improves the chances of obtaining the needed tenure and permits through which use can be controlled.

Hut management, operations, booking and scheduling can be complicated. Issues and considerations include:

- On Crown land, funding for development may be through private investment or government assistance, with maintenance managed by a non-profit or community organization.
- Hut management requires bookings, maintenance, rehabilitation and enforcement of trespass.
- Bookings for huts can be made prior to the season. Hut locations can be posted on the Internet or described in brochures and elaborated on during the booking. Booking of the huts on the Internet can provide links to operators, booking agents, etc.
- A party can book a hut for a number of days or book different huts for different days. A recreationist can plan a trip with stopovers at different huts. The greater the number of huts, the more choices.
- Daily maintenance necessitates proximity to a population center or a base of operation, or a residence caretaker.
- Compliance and enforcement parameters (with regard to trespass and non-payment) need to be established.

Potential

Private commercial huts run by one operator are not likely feasible. The most exciting opportunity is for the community, tourism operators and recreation groups to work together on the hut system. All could contribute to the development and management of the huts. Accommodation at the huts would be open to the public, including guided groups, for a fee with advance booking. One organization would need to take responsibility for management of the system, including funding, construction, marketing, booking, maintenance, and enforcement.

Additional huts in the mountains of the Robson Valley would provide increased opportunities for a range of

back-country activities. The product could be a small rustic hut with no management (i.e. run by the users) or a more comfortable established hut with a resident host during the peak period. Huts could be independent destinations offering opportunities to stay in unique locations, or part of a hut-to-hut system facilitating longer back-country trips (e.g., along the North Caribou Ski Traverse). While huts offering accommodation could provide for significantly longer trips, the provision of warm-up and safety facilities, in addition to accommodation, could extend the length of day trips.

Huts have potential as a regional attraction and could be modelled in part after the European and U.S. examples. Distance between huts can be planned around feature suitability and management capability. Hut structures can range from the rustic to the high end.

Community/Government Actions

1. Prepare a regional plan for a multi-use hut-to-hut system that could accommodate both summer and winter activities. Involve operators, recreation groups, government and the public in the planning process. The plan would assess land use, cost and maintenance issues and ensure that future investments in infrastructure and trail systems were undertaken cooperatively.

2. Organize a group to implement and manage the hut system.

3.3.3 Snowmobiling

Strengths	Scenery. Local access to areas with good capability. Proximity to Alberta market. Excellent hill climb terrain. Established infrastructure.
Weaknesses	Lack of circuit tour opportunities. Cost to access the region. Conflicts with heli-ski operators and back-country skiers. Superior opportunities in other parts of BC including adjacent regions.
Opportunities	Snowmobile touring. Development of remote hut to hut or lodge to lodge.
Threats	Closure of access due to user conflicts. Limitations on use due to caribou habitat.

Suitability/Existing Use

There are six snowmobile operations listed in the tourism data base. However, one of those is reported to be not operational yet (and did not respond to the survey), and another is a rental operation only. The use areas for snowmobile tours are Bell Mountain, Lucille Mountain, and Mount Renshaw near McBride, and the Canoe Mountain and Westridge areas near Valemount. Two of the operators have applied for tenure.

In addition to commercial operations, there is a significant amount of public snowmobile use. The Big Country Snowmobile Club in the McBride area and the Valemount Snogoers Club have been involved in promotion, fund raising, cabin construction, and winter land use planning. Clubs from Valemount and Alberta and the general public also snowmobile in about seven other primary side valleys (refer to Snowmobile Suitability and Winter Use Capability maps).

Resource Capability

The Robson Valley has three significant assets for snowmobile development. First, the snow conditions (depth, duration and water moisture), landscape diversity and trail systems capable of supporting snowmobiling are within relatively easy reach of both McBride and Valemount. Second, these areas are also within close proximity to the large and growing Alberta market and parks' visitors. Thirdly, there is a Southcore of established services (rentals, accommodation, guiding, repairs) and infrastructure that could support more visitors and new businesses, especially in Valemount. Access via the logging road network is critical for snowmobiling capability.

The Snowmobile Suitability map illustrates existing and potential snowmobile areas. Sanctioned snowmobile areas are those that have been agreed to by winter use planning processes in McBride and Valemount. These are rated as very high in suitability for commercial snowmobile tours. Eight additional potential use areas in the Robson Valley have been identified and a suitability analysis of their potential has been provided (see Appendix D). The analysis addresses potential access, nearby features and use areas, scenery, potential conflicts or incompatibility with existing user groups, potential environmental impacts, and land tenure issues.

The primary challenge to establishing use areas for this product is conflicts with heli-skiers and back-country skiers. The winter land use planning tables in McBride and Valemount have helped to resolve these conflicts. More consultation among those groups could lead to some additional snowmobile use areas.

Market and Socio-economic Assessment

The snowmobile market is evenly distributed amongst age groups, with a significant portion 35 and over (60.1%). Almost three quarters are male and half travel with friends. While the median age is 41, many younger people are being introduced into the activity through family outings. While the activity has traditionally been male-dominated, there are an increasing number of women, couples, retirees and families participating. This is associated with the general increase in the soft adventure market.

The current snowmobile market in the Robson Valley is dominated by snowmobiling "enthusiasts", who engage in the activity several times a year. Twenty-four percent of North American snowmobile enthusiasts take overnight trips. Snowmobilers who take an average 3 to 5 trips a year include 2 nights per trip at the destination area. Enthusiasts are more likely to live near areas that have good snowmobiling terrain, own snowmobiles and be part of a local snowmobiling club or association. They look for challenging terrain that includes "powder play areas" – large, open areas with high snowfall – as well as a well-maintained, integrated network of trails for touring to interesting and unique destinations.

South Kiwa Glacier and Lake

Another market segment includes "participants", who often take on snowmobiling as a day activity within a longer trip involving other activities such as downhill skiing. They will not have their own snowmobiles and will require gear as well as basic operating and safety instruction. Participants value the scenery and wildlife viewing opportunities in addition to the thrill of operating the snowmobile. Participants will go on guided tours whereas enthusiasts are more likely to plan a trip on their own.

Conflicts with heli-skiers are a primary area of concern for snowmobile development. Although to date conflicts such as those in West Ridge have not involved commercial snowmobile guide operators, the chances of future disputes occurring in other areas will rise along with increasing use. There are also concerns about product "saturation" in the Valemount area. McBride has experienced less use and resource conflict problems and may be a prime location for more commercial development.

Conflicts between heli-skiers and snowmobilers are increasing. Heli-skiing is a very high value activity, bringing in more tourism dollars than snowmobiling. If the two activities cannot co-exist, then, all else aside, developing heli-skiing makes more economic sense than developing snowmobiling. However, from a Robson Valley perspective, the economic impacts of snowmobiling may be greater than those of heli-skiing, especially if heli-skiing operations are not based in the region, in which case many of the benefits of tourism activity such as visitor spending, employment and spending by the operator accrue to outside communities. If that is indeed the case, then the community might be better off advocating more snowmobile activity.

There are also conflicts between snowmobiling and back-country skiing. Winter land use planning teams in Valemount and McBride are working on establishing use areas that are acceptable to all user groups and operators. Establishing accepted and secure motorized vs. non-motorized use areas, particularly with regard

to snowmobilers (who are on the ground vs. helicopters primarily in the air) and skiers is critical to the future development of both activities.

Potential

The commercial product is dependent on bringing in more snowmobile participants who will purchase either guiding services or lease equipment and gear. This can only be done by adding value and service to the snowmobiling experience. The primary undeveloped opportunity is in the touring sector which could be encouraged with more tourism infrastructure (e.g. hut development) and tour packaging.

Some control over use and access to tenured areas have to be available, otherwise operators will be hard pressed to invest the capital and equipment needed to upgrade their product, and visitors will have little inducement to spend more on the developed product.

Community/Government Actions

1. Enhance the snowmobile product by undertaking improvements to facilities at established, sanctioned snowmobile areas, including the Renshaw area and Bell Mountain.

2. Be prepared to develop further opportunities resulting from winter use planning tables.

3. Increase direct marketing to snowmobile clubs in major markets, including the Pacific Northwest. A large proportion of snowmobilers are registered or club members and can be targeted through direct promotion rather than conventional advertising.

4. Explore potential for long distance snowmobile touring between lodges and huts as potential for product packaging.

5. Review the findings of the BC Lands "Skiing/Snowmobiling Working Group" (1996) regarding mitigative measures arrived at through this meeting of stakeholder groups.

3.3.4 Ecotours

Strengths	Quality and quantity of natural and wildlife resources. Scenic vistas. Rocky Mountains. Salmon spawning. Big game populations. Extensive trail system. Core group of operators have capacity for growth. Level of confidence for sighting is reasonably predictable for the high profile animal species.
Weaknesses	Level of support facilities and services available outside primary communities. Limited wildlife viewing areas. Deteriorating trail systems.
Opportunities	Infrastructure development (e.g. trails and viewing platforms). Interpretive and educational tours for wildlife and nature. Trail-based activities.
Threats	Land use uncertainties. Poor visual practices in forest harvesting. Trail maintenance. Potential for conflict between motorized and non-motorized activities.

Suitability/Existing Use

Ecotours can involve a range of activities, themes and durations underpinned by an outdoor recreation experience. The abundance and variety of natural features provide a focal point for ecotours in the region. The Fraser River, Rocky Mountains and Mount Robson are highly recognized place names.

Activities associated with ecotours in the Robson Valley include wildlife viewing, hiking, horse and llama packing, water-based activities, and ATV tours, each of which is described separately in this section. Mountain-biking is also an ecotour experience, but is addressed in a separate section. The purpose of most trips includes nature observation, heritage and cultural interpretation and wildlife viewing. For example, most of the tourism operators in these sectors indicated that wildlife viewing is a secondary activity associated with their product. The following paragraphs describe the existing use for the ecotour activities.

South Dore River

Wildlife Viewing

There are several operators in the Robson Valley offering an ecotour experience. Two operators focus their product specifically on wildlife viewing, offering "ecotours" to view natural features, mammals, spawning salmon, and birds. These are small operations in which scientists take people on tours to share their knowledge. There are wildlife viewing opportunities throughout the Robson Valley, but some of the most significant ones were mapped for B.C. Environment and revised in this study (refer to Wildlife Viewing Suitability Map).

The region has abundant wildlife viewing opportunities, including many preferred big game species, songbirds, waterfowl, raptors and spawning salmon. There are reasonably reliable opportunities in the well known sites such as Cranberry Marsh (waterfowl, raptors, moose, muskrat), Horseshoe Lake (waterfowl), Kinney Lake (songbirds, moose, goat), Moose Lake and Marsh (moose, elk, waterfowl), Rearguard Falls and Swift Creek (both spawning Chinook). Most of these facilities have interpretive displays and/or viewing structures, as well as car access. The scenery and wildlife viewing make excellent linkages with hiking, biking, horse packing (e.g. "photographic safaris"), and ATV tours. These activities are complemented by an

extensive trail system and reasonably good access to sub-alpine and alpine areas.

Hiking

Hiking is a popular activity in the Robson Valley, and the cabins that support hiking are well used in summer. There are three primary types of hiking: public unguided trips, guided hikes provided by lodges or as part of larger tour packages, and heli-hiking. One tenure has been granted for heli-hiking, and there are tenure applications from two other heli-ski operators to expand their operations to include summer use.

Horse and Llama Packing

Seven horse packing operations (of which one is not confirmed) and two llama packing operators offer services in the Robson Valley. Most of them offer other activities as well, and there are some hunting guides who also take visitors on non-hunting horse trips. The trips include half-day, full-day and multi-day excursions, with a few of the operators working from lodges. One of the operators leads a 14-day trip, of which 2 days are spent in the Robson Valley. The primary use areas are the Boundary Alpine between Kakwa and Mount Robson Provincial Parks and the Dave Henry area. Dispersed use also occurs elsewhere. Some operators have park use permits. Two operators have applied for tenure.

Water-based Activities

There are seven operators offering water-based tours including canoeing, kayaking, rafting and jet boat tours (refer to Summer Use Capability map). Most of these operators offer other activities as well, and some rent canoes or kayaks for unguided use. In addition, there is public canoeing and kayaking in the area.

Morkill River

- Canoeing occurs primarily on the Fraser River, with some on the lower portion of Morkill River and on several small lakes.
- Kayaking and white-water rafting use areas include: short stretches of Robson River, Beaver River from km 15 downstream to the falls, Morkill River km 30 to 9, and short stretches of Canoe River at certain water levels. There is limited canoeing and kayaking use of the Raush River because access is only by air.
- Gentle raft tours with a focus on nature appreciation are offered on a stretch of the Fraser River.
- Jet boat tours take place on the Fraser River from Tete Jaune to Dunster, and on the Raush River.
- Public power boating occurs on Kinbasket Lake and Moose Lake.

ATV Tours

Two operators offer ATV tours in the

Robson Valley. The use areas are noted as including: Kiwa south and west forks, Canoe Mountain area, Westridge, Small River, Horsey Creek, Chalco, and Beaver. One of the operators has submitted a tenure application.

Eagle Glacier

Resource Capability

Resource capability varies for ecotours depending on the activity considered. There are many focal points for wildlife viewing and nature appreciation including rivers, lakes, wetlands, old growth, avalanche chutes, alpine zones and major roadways. Existing use areas and additional capability areas for summer land-based activities are illustrated on the Summer Use Capability map. For these uses, it is particularly difficult to distinguish existing and potential use, since most areas with capability for an activity sustain some level of existing use, possibly not commercial. Generally, the use areas mapped are those with higher levels of existing use, and capability areas are those that operators identified as potential expansion areas.

Wildlife Viewing

Locations for wildlife viewing are illustrated on the Wildlife Viewing Capability Map and described in Appendix E. Many of the sites were originally identified in a report by MELP (Mol, 1995) then modified and added to by the local consultant on this project. LRMP wildlife data was used as a source.

Forty-three areas with capability for wildlife viewing are identified. These are rated for suitability based on the species present, access, tenure, and likelihood of sightings. Fifteen of the sites are rated very high or high in suitability.

Hiking

The scenery, vistas and extensive trail systems, combined with wildlife viewing and nature interpretation opportunities, make hiking a prime activity in the region. The Robson Valley has many excellent hiking opportunities on trails of different skill levels. There are some areas where new trails could enhance opportunities. These include:

- Kiwa Lake and Glacier – provide established trail from heavily deactivated road into lake area,
- National Hiking Trail - this national trail is to run through the Robson Valley and hook up with the Mackenzie Grease Trail outside of Quesnel. The idea is to utilize as many established local hiking trails as possible to make the connection, therefore only requiring shorter stretches of connector trails. This is only at the conceptual stage so far, but would likely use the Bess Pass and boundary area trails, travel down the Morkill and across the Fraser River, then up the Goat River Trail toward Barkerville. (This is not to be confused with the Trans Canada Trail which is a motorized

multi-use trail being promoted across Canada.)

In addition to new trails, most of the trails in the Robson Valley need improvements. There is also a need to ensure that good hiking access is maintained where roads are deactivated.

Lake at Dunster Cabin

Horse and Llama Packing

There is interest in expanding horse packing areas to include: Kiwa north and south forks, Mica, Raush River, upper Small River, and upper Horsey Creek and Alpine Bench Lakes. Llama packers currently use trails on Mt. Teare, upper Horsey Creek, Blueberry Lake, upper Small River, Dunster cabin, Swiftcurrent River, Mica, and Kiwa ridge. An additional potential route from the Small River to the Holmes River has been identified. The use of these trails needs to be planned relative to other uses, e.g. horse or llama packing and ATV tours are likely not compatible.

Water-based Activities

The resource potential for water-based activities is moderate due to the geography of the rivers. The extremely steep side valleys and rivers, and flat water through the Fraser corridor, combined with marked water fluctuations and very cold water, do not favour development. The lack of sufficient length of whitewater to offer full-day excursions is also a limiting factor. The existing use areas have the physical characteristics to support the respective activities. On some of these rivers, there may be some potential to increase the tourism use.

ATV Tours

The tenure application for ATV tours includes many routes, most of which are also used for non-motorized uses. These include: Holmes River, Horsey Creek, Small River, Kiwa west and south forks, Raush River, Mica, Westridge, Canoe Mountain, Swift Creek, Dave Henry, around Kinbasket Lake, and Ptarmigan. Two additional areas included in the tenure application were removed from the map due to potential conflicts with other users and strict non-motorized policies in the past: upper Goat River and Morkill River.

The network of logging roads provides opportunities for ATV touring, but the competition is high as many other regions of the province and Alberta have comparable features. The deactivation of logging roads is a possible problem for future development, as are increasing conflicts between motorized and non-motorized user groups. Several issues need to be resolved before determining which routes should be accepted for ATV tours. Planning is required to designate trails for motorized use versus those which are to remain non-motorized in order to avoid use conflicts. Potential impacts on vegetation and wildlife need to be addressed. Some of the routes are in areas of high value grizzly habitat. Use of motorized vehicles in the alpine is also an issue due to potential impacts on sensitive vegetation.

Market and Socio-economic Assessment

The Canadian adventure/ecotourism market is large and growing, with substantial incremental potential in the United States and overseas. To date, Canadian travellers account for the majority of business in this category. Most of these travellers originate from Ontario, B.C., Alberta and Quebec (in that order) and account for 58% of the total traveller volumes. The potential North American market is estimated at 58.9 million.

In Canada, hiking operators very often offer other activities in conjunction with the hike: more than half offer nature observation as a secondary activity, 34% wildlife viewing and 32% back-country skiing. All these linkages are possible in the Robson Valley. Nature observation in particular holds good potential, especially if combined with helicopter access to backcountry alpine where natural features and viewscapes abound. Hut-to-hut development would benefit product development as it would allow for multi-day tours, and

linkages with higher quality amenities (e.g. accommodation). International travellers, especially, expect, and will pay for, a wilderness lodge type of experience on backpacking trips.

Potential

The Robson Valley does not have a high profile among eco-tourists, but a combination of natural features viewing and reasonably predictable wildlife viewing suggest good development potential. Interpretation and education involving alpine features also has potential. The potential to package nature appreciation and wildlife viewing with other commercial recreation adventures is one of the best ways to develop unique products.

There is also an increasing shift of this product from being a by-product of other commercial activities to being an anchor. There is significant potential to build a tourism product around the scenic beauty found in the Robson Valley. Interpretative and educational tours are increasing in prominence throughout the province.

The primary potential lies in packaging excursions that involve a variety of activities, all including nature appreciation and wildlife viewing with an interpretive component, e.g. 3 day excursion including a number of activities such as hiking, rafting, horse packing, mountain biking, and ATV touring.

The key advantages of the region are the accessible alpine and wilderness. Other regional assets can be used as focal points in promoting the activity. There is potential to develop helicopter access to alpine ridges for older or less fit clientele. The construction of additional or improved trails to attractive destinations would increase the potential to develop hiking and backpacking for both recreational and tourism users.

The Robson Valley is not known even within BC for its water-based activities. But the expanding adventure travel market rates water-based activities very highly. With the lure of the Rocky Mountains adventure theme and the fact that the region is the headwaters to the Fraser and near headwaters to the Columbia, further interpretation, perhaps in conjunction with wildlife viewing, could offer opportunities for expansion. Road access is essential to these activities and some additional use areas could be obtained if there was road access. Some conflicts could occur between jet boats and non-motorized craft, especially on narrow river runs. Some operators have indicated that the use level is already "saturated" on certain stretches of the Fraser River.

ATV development will likely be limited in the Robson Valley because the area is not in close proximity to a major population base, the most likely source of day use demand among enthusiasts. However, there is an opportunity to link the special features, vistas and viewing opportunities into an interpretive tour which could be targeted at existing highway travellers. These travellers would not be looking for the ATV experience itself, and thus would not be seeking technically challenging routes. Instead, they would be interested in quicker and more convenient access to another primary outdoor activity such as wildlife viewing or access to the alpine and special scenic features. There also may be opportunities to cross-sell into the snowmobile markets that already acknowledge the Robson Valley as a destination.

Community/Government Actions

1. Develop an organization or a framework whereby operators can work together to market multi-activity ecotours.
2. Study the opportunity of developing a viable touring product region-wide by linking the existing interpretive opportunities and viewing platforms in a loop tour or a series of smaller tours.
3. Investigate opportunities for marketing guided tours during the upcoming birding festival in Valemount.
4. Create a high quality "visitor friendly" species identification guidebook listing the species along with the best times and locations for viewing.
5. Prepare a pre-feasibility analysis for a local boat outfitter and rental/purchase equipment centre.
6. Consider increasing the integration of lodge operations with outdoor adventure ecotours as part of a multi-activity outdoor adventure/accommodation package.
7. Conduct a summer use planning exercise (similar to the winter use planning underway) to identify which uses are to be accommodated on each trail system. This should include an analysis of each trail's physical capability to support uses other than hiking, e.g., mountain biking, ATV tours, horse packing.

3.3.5 Mountain Biking

Strengths	Scenery. Significant recreation features. Logging roads.
Weaknesses	Lack of loop circuits. Distance from regional markets. Similarity of product features in neighbouring areas.
Opportunities	Development of loop trails linking significant recreation features (e.g. lakes, waterfalls, viewpoints). Hut to hut. Heli-biking. Packaging as part of an eco-tour.
Threats	Lack of public sector funding to develop and maintain trails.

Suitability/Existing Use

Two operators in the Robson Valley are offering mountain bike rentals and tours. One operator has just started in business and the other is in the business planning stages. There is also dispersed public mountain-biking use. There are no established mountain biking areas. The road up to Bell Mountain is used, and several routes near Tete Jaune and Valemount are proposed use areas. One operator has applied for tenure.

Resource Capability

Nine areas have been identified as potential commercial mountain-biking locations (see Mountain Biking Suitability map and Appendix F). Each site is rated based on potential access, nearby features and use areas, scenery, potential conflicts or incompatibility with existing user groups, potential environmental impacts, and wildlife-viewing opportunities.

Six areas are rated as high in suitability: McBride Peak/Mount Teare, Bell Mountain, Holmes River Valley, Kiwa Creek, Swift Current Creek, and Westridge. Most of the proposed routes are logging roads that can accommodate the use. Where mountain-biking is proposed on trails (e.g., Kiwa south fork, Mica, Westridge) analysis is required to determine if the trail can accommodate this use, and to ensure that there will not be safety issues with hikers or other users.

Market and Socio-economic Assessment

Mountain Biking is associated with trails, to some extent logging roads and, where applicable, helicopters or vans. The lower elevation is typically known for technical singletrack biking. Technical and high aerobic rides known as "free riding" are associated with gnarly trails on steep terrain riddled with logs, roots, rocks, and other obstacles. The slopes of North Vancouver in the south coast are well noted for this type of ride.

Easier rides are associated with rolling terrain on well-developed trails and open terrain. High elevations are suitable for heli-mountain biking, particularly where helicopter access time is short and there are available trails. Roaded valleys also offer the opportunity for vehicular transport to the end of the road. Consideration for sensitive ecology is a requisite. Loops and maze trails enhance the mountain biking opportunities. Natural history interpretation is a linked product.

The age demographic is young (approximately two-thirds less than 40 years of age) with about equal portions of males and females. Participants usually travel either with friends or as couples; families with children have a very small share of this market. More than 83% of all visitors are Canadian. There is only a very small international market at this time. Market size is small, as this is not a prime activity among the adventure market. Nevertheless, markets will continue to grow for biking, especially the bike touring segment.

There is little commercial biking activity in the region, and although there is some opportunity in the extreme and soft markets, potential will be limited by the lack of unique features and the high cost of airfares to the region. The main attributes (e.g. logging roads and trails) are repeatable in most other areas of the

province. Competition is moderate, coming primarily from unguided activity and operators offering biking as a secondary activity. It is reasonably easy to respond to rising demand because the business is not capital intensive and services can easily be an add-on feature for existing operators. Government tenure is not a major issue for biking, but resource use conflicts can be a problem, especially if off-road mountain bikers compete with other trail users and motorized vehicles. As there are no high high utilization areas in the Robson Valley, this has not been a problem yet.

Potential

The favourable topography and trail system suggest further opportunities for mountain biking, but the similarity of resource features in neighbouring regions, including Alberta, means that it will be difficult to build a competitive advantage in this growing market. The young age demographic and the small market size make it challenging, but it is fairly easy to respond to rising demand because guided services can easily be an add-on feature for existing operators.

There is still a considerable portion of non-commercial biking occurring, and while it benefits the tourism industry, it is not as valuable to the local economy as guided services. As with snowmobiling and other trail activities, as the trail infrastructure improves and becomes more publicly accessible, it will become more of a challenge to convert self-guided visitors to consumers of a guided product, or to provide them with value-added services (e.g. better accommodation and food service).

Mountain biking potential is linked predominantly with recreational day use rather than multi-day tourism use. Expansion and marketing of dedicated bike trails and hut development may boost the potential for recreational use of this product. Event promotion is another way to build some exposure in this competitive market.

Community/Government Actions

1. Explore the opportunity for meeting the growing demand for overland and mountain- biking adventure tours and develop a strategy for developing inter/intra regional destination-to-destination tour products or a less strenuous downhill mountain-biking adventure tour beginning in the alpine area and ending at a low elevation base camp. Access could be by helicopter or vehicle.
2. Assess the ability of existing trails to accommodate cycling.
3. Market mountain-biking excursions as part of an ecotour package.
4. Include mountain-biking interests in planning for hut development and designation of summer trail uses.
5. Establish the Robson Valley as a site for an annual activity around a marathon or mountain-biking event drawing tourists from the surrounding local communities and major urban centres and alternate the staging sites within the Robson Valley from year to year. The Squamish area has made significant strides in establishing itself as a mountain-biking destination by incorporating activities into its annual summer festival and hosting events such as the "Test Of Metal" mountain-biking competition.

3.3.6 Cat Skiing

Strengths	Scenery. Snow conditions. Well known as a heli-skiing destination.
Weaknesses	Access to high elevation areas. Cost of access to region. Best areas are tenured for heli-skiing.
Opportunities	Hut to hut. Snowmobile or snow-cat access touring. Product packaging potential with other products such as lodges/resorts
Threats	Climatic conditions. Land tenure. Competition/conflicts with heli-skiing, back-country skiing and snowmobile use areas.

Suitability/Existing Use

There is currently no cat skiing in the Robson Valley. One operator has applied for tenure for cat skiing in the Mica and Kiwa areas near Tete Jaune.

The features which have made heli-skiing successful in the Robson Valley (exceptional terrain and snow conditions, competitive infrastructure, destination status) could also make cat skiing a viable product in the region, one which is much more accessible to higher volume regional markets.

Resource Capability

There are two proposed cat skiing areas that are the subject of a tenure application (refer to Cat Skiing Suitability map). Granting of tenure will likely depend on the results of the winter use planning process in Valemount. There appear to be fewer conflicts in the Kiwa area than in the Mica area, therefore Kiwa is rated as high suitability and Mica as moderate. Potential for additional locations for cat skiing will be primarily limited by existing use areas for heli-skiing, back-country skiing and snowmobiling. If the cat skiing does proceed in one location, it would be most appropriate to evaluate it and then to determine potential for expansion to other sites through consultation with the other user groups.

Market and Socio-economic Assessment

Cat skiing has seen some major changes in the last decade. Once reserved for the "dare devil" crowd, the activity has become more mainstream, especially as the cats themselves are better built for the purpose. Cat skiing can involve conventional downhill, boarders and telemarkers and is an excellent option to more extreme backcountry access.

In BC, the heli-ski and cat-ski markets are downhill oriented, and dominated by American and European visitors seeking a unique ski experience with a controlled element of risk. Cat skiing is now being positioned as a niche between the more expensive heli-ski product and the busier, more crowded downhill ski resort. The fact that boarders are being actively courted suggests that operators believe expansion into a younger demographic is possible. BC has very high marketability in this activity/product because of the well-known heli-ski operators such as Canadian Mountain Holidays (Banff) and Mike Weigele (Blue River).

Potential

The development prospects for cat skiing are good in the Robson Valley, as it is believed there are some suitable locations where noted.

Areas which are long distances from major population centres have lower potential for this activity. Access, rather than climate, is a major limiting factor for this activity.

Conflicts are currently a problem between heli-skiing operators and snowmobilers in the Valemount area. Cat-ski development could further complicate things unless methods are devised for spatially and temporally separating interaction between differing activities.

Community/Government Actions

1. Promote and encourage cat ski opportunities and tenure options to local entrepreneurs to obtain more local benefits from this commercial activity.

2. Identify possible multiple use problems in high potential areas (for instance between snowmobilers and skiers) and work toward local agreements before commercial activities grow.

3. If a cat ski tenure is granted, evaluate it after two seasons to determine the potential for expansion.

Continue to Chapter 4: TOURISM DEVELOPMENT RECOMMENDATIONS

4.0 TOURISM DEVELOPMENT RECOMMENDATIONS

4.1 Gaps and Constraints

The Robson Valley has an attractive mix of natural resources, traditional amenities and some new product developments that will draw more visitor markets in the years to come, but there are many challenges that must be faced before the benefits of diversification are realized. First, the region needs to be better positioned to take advantage of emerging tourism markets, which will increasingly demand high-quality, interpreted adventures. The physical resource is available, but product packaging, built facilities, service amenities and marketing are lagging. Second, the inventory of built facilities will have to grow and improve if value is to be added to the tourism experience locally. Third, more destination attractions and cultural/historical interpretation will have to be added if visitors are to be kept in the region longer to spend more money. And fourth, perhaps the greatest challenge for tourism development locally is the fact that the industry must work cooperatively if it wants to improve competitiveness. Overcoming the obstacles to achieving collective action will be critical to future development.

The following paragraphs assess some of the key gaps and constraints that are common to all tourism development, including the outdoor adventure products that are the focus of this report.

4.1.1 Implementation

Rationale

A strategy will only yield results if there is enough consideration and effort given to its implementation. This project, as well as previous tourism development plans prepared for the Robson Valley, can lead to positive change in the region if they are integrated into the planning of existing economic development agencies. Fortunately, McBride, Valemount and the Regional District have made long-term commitments to economic and tourism development, so there should be no concerns about implementation capacity. The four local organizations (economic development commissions in McBride and Valemount, PGRDC and the Robson Valley Economic Development Office), in cooperation with Community Futures, should be able to collaborate on implementation procedures so the entire region can benefit from land and resource-based tourism development.

Actions

1. Prepare for implementation of this project:
2. Meet with the Ministry of Small Business, Tourism and Culture to discuss future use of project output, including map products.
3. Organize an implementation task force of interested community economic development stakeholders to identify priority opportunities and areas of potential collaboration.

4.1.2 Packaging

Rationale

Outdoor tourism operators tend to be small businesses which directly sell to consumers, whether they be destination-oriented adventure travellers or pass-through highway visitors. There is little capacity to engage in more extensive distribution practices, for example through tour wholesalers and travel agents. One way to improve product marketability and distribution is through local packaging. First, operators can leverage their products by pooling their resources, second, consumers have a simplified purchase decision, and third, packaging has the ability to make for a more unique tourism experience that may not be possible by an individual operator. The main challenge of packaging includes obtaining the commitment of operators.

Relevant Products: All.

Actions

1. Reconfigure tourism marketing regions so that the entire Robson Valley is within one region. This will facilitate marketing and product development.
2. Design new packages for the Robson Valley.
   - Host a tourism workshop on packaging.
   - Identify a product package for promotion among interested operators, detailing composition and pricing.
   - Identify a nearby market (e.g. Edmonton) for package promotion on a pilot basis.
3. If developed, the packages can be marketed directly to tour operators, wholesalers and be included in Tourism BC's travel agents' manual of tour packages.
4. Host multi-day familiarization (fam) trips with a select group of Vancouver, Alberta and Washington-based tour operators and travel trade representatives. This can be effective in maintaining awareness of the region and its products with close-in markets.
5. Coordinate package marketing to highway travellers through Valemount's proposed Interpretive Centre. This project has completed feasibility and design concept phases and is currently involved in land purchase. Development would create a new marketing venue to market outdoor recreation products.
6. Encourage the establishment of one or two inbound tour operators, focusing on increasing penetration of highway travellers for adventure product sales.
7. Research mailing lists for tour operators in North America and long haul markets who can be targeted for products available in the region.

4.1.3 Regional product guides

Rationale

Product guides, and in fact many printed collateral materials such as brochures, are generally not that effective in attracting destination travellers, but they can be useful in encouraging highway touring travellers to stop over in the region and engage in a backcountry experience. The availability of existing use, infrastructure and service information would make it relatively easy to format any one of a series of guidebooks. Guidebooks are usually targeted at self-guided users, but their availability has the potential to convert visitors from a single-day, self-guided experience into a multi-day adventure using the services of local operators and guides.

Relevant Products: All, except resort/lodge.

Actions

1. Review existing guides and brochures and obtain guides from other regions and review for best practices.
2. Form a project task force to produce the guide.
3. Establish guide objective (i.e. single product or a touring guide) and produce a sample for distribution.

4.1.4 Internet promotion

Rationale

Commercial use of the Internet has mushroomed in recent years and its influence on tourism from marketing programs right down to travel purchase decisions and transactions will continue to grow. At present, the Internet is not much of a factor either for the markets travelling to the region or for the operators providing products and services. This will change in the future, although communities can derive benefits now by using the Internet as a marketing tool. This is because a significant amount of tourism information is already in digital format and much of it can be presented over the Internet to the travelling public for relatively low cost.

The Robson Valley Economic Development Office has recently developed a well designed website that describes various aspects of the area and provides valuable links to other relevant partners in government, supporting organizations and associations. Detailed information on the various tourism operators and their associated products and packages would be a good addition. Also, pulling more information from site visitors could improve marketing opportunities. Commonly, information-rich websites known as "brochureware" exist primarily to provide passive information to anyone who visits the site. By taking a stronger marketing-driven approach, the Robson Valley site could be turned into a data collection site which could begin collecting information about site visitors, to be used at a later date for ongoing tourism marketing activities and research.

The basis of a marketing-driven website should be to provide relevant and anticipated information to the target audience, and at the same time begin a process of turning strangers into buying customers. During this relationship, information is gathered on the customer and their permission is gained to intensify delivery of more relevant information. Through a series of offers and surveys, the customer relationship grows and marketing efforts can be refined.

Relevant Products: All.

Actions

1. Solicit examples of guided tours and packages that could be featured as a main tourism page on the Robson Valley Economic Development Office website.
2. Use the site as a tool for communicating with tourism operators, perhaps through a listserve (see next strategy).
3. Undertake steps for gathering more information and data-mining from website visitors.
4. Identify target Internet sites for co-marketing or placement of creative banner ads to link the Robson Valley Website.

4.1.5 Research services

Rationale

The advent of the Internet has made the concept that knowledge is power truer than ever. The Internet has become a medium for idea generation, industry intelligence, professional and career assistance, communications, and strategic real-time marketing of communities and businesses to the outside world. The economic development commissions in McBride and Valemount must now wear the hat of information broker to remain effective. More and better access to information and communication tools will provide tourism operators with the strategic day-to-day data and knowledge to set priorities and agendas, and to improve their competitiveness.

A first step is to provide access to information resources, important trends and developments, which was identified as a need by survey respondents. This would cover primarily links to government sites, statistical sources and research facilities which make available information on tourism issues. A second area of action is in community tourism planning. Although there might not be a need at the moment for additional tourism support services (e.g. small engine repair, outdoor equipment rental and retail, market consulting and service) in Valemount or McBride, this will change in the future if tourism activity expands as anticipated. Unlike other resources sectors, tourism is dominated by small business – the development of backcountry recreation will depend in large part on the extent to which communities can help local operators create mutually beneficial relationships with each other and with those businesses that collectively provide the tourism experience.

Relevant Products: All.

Actions

1. Undertake market research on backcountry products, markets and trends, using the web site as the main venue for communication.
   - Subscribe to membership in the Pacific Rim Institute of Tourism (PRIT).
   - Promote the availability of the wide range of newsletters and statistical sources from PRIT.
   - Broker access to PRIT resources by individual operators in need of assistance.
   - Prepare an email list of local operators, community and government contacts which can be targeted for receiving press releases and other communications (i.e. listserve[1]).

2. Identify the market potential for future tourism support services.
   - Tourism development planning in the RV, rather than dealing with conventional strategies, should be looking at scenario development and trying to determine where the Valley will be in five, 10 and 20 years, both in terms of regional population growth and tourism growth. Such forecasts are valuable in guiding economic development planning because they can suggest opportunities for future business development, for example through threshold analysis.[2] Identified opportunities can then be marketed inside and outside the community and businesses developed.

4.1.6 Site identification and servicing

Rationale

When a community wants to attract businesses into the region, it has a whole range of tools at its disposal, from promotions and incentive programs to the provision of engineering services. One of the most basic tools is referred to as site location and servicing, in which the community offers to assist new businesses locate their operations. Economic and community development is more than just place advertising – the mechanisms must be in place to positively respond to new business enquiries that result from marketing programs. Providing site location assistance is a good place to start.

Relevant Products: Resort/lodges, or other products requiring built facilities.

Actions

1. Encourage the completion of a Robson Valley tourism development site guide.
    - The Prince George Region Development Corporation (PGRDC) is in the process of preparing a site guide for tourism development in conjunction with BCAL. Although this project is current on hold, the idea of actively identifying and promoting sites with favourable development prospects makes sense in terms of land use and investment attraction. For agencies such as BCAL, such a product is valuable because it has a chance to review and pre-approve sites that may be targeted in applications for Crown land tenure and sale. For McBride, Valemount and the Regional District, the guide could be featured in their marketing and attraction programs, as well as assist with the forecasting and planning for future infrastructure and services.
    - Seek the cooperation of BCAL and the MoF on a cooperative, inter-agency approach to the marketing of tourism tenures.
2. Prepare a handbook for helping tourism developers negotiate the land use process in establishing their businesses.
    - Valemount has prepared an "Investing in Valemount" investor's guide which could be further refined to target tourism projects. In addition, the PGRDC has compiled some information, in flow chart format, on the process an investor would have to follow in obtaining the requisite land and tenures. While a single flow chart that tries to track the steps for all development possibilities might prove to be a bit too complicated for presentation, there may be an opportunity to prepare a flow chart that outlines the basic steps and to append to this case studies providing more detail for specific projects and products.

4.1.7 Interpretive and directional signage

Rationale

The inability to draw more existing visitors off the Yellowhead Highway into McBride and Valemount has been consistently identified as a lost opportunity by the local tourism industry. A well-coordinated signage program can help promote the area better to highway travellers, and even though the impacts are more likely to be felt by frountcountry operators and the hospitality sector, backcountry tourism development could also stand to benefit.

Relevant Products: All touring products, especially land-based and wildlife viewing.

Actions

1. Prepare a regional Signage Design Manual in conjunction with the regional district and municipalities. Consideration should be given to four types of signs: community, advanced warning, trail and facilities.
2. Develop a set of consistent themes that will appear on signs, for example to feature different product opportunities such as wildlife viewing.
3. Steps should be taken to lobby the MoTH for a change in design guidelines. Government-approved highway signage lacks marketing power, is uninspired and is generally boring.

4.1.8 Trail development

Rationale

Trail use and maintenance by multiple users was stated as a major issue affecting commercial recreation by survey respondents. Obviously, the ability to establish trail infrastructure and allocate the costs of maintaining the system to as many user groups as possible increases the chances of long-term financial viability. But it also presents challenges in terms of user group coordination and managing shared use.

Relevant Products: All land-based and snow-based products.

Actions

1. Investigate establishing a Robson Valley trail society mandated to be come up with solutions to multiple use conflicts and trail construction and maintenance. The society could be comprised of commercial operators, recreation groups and government, including existing trail organizations.
2. Undertake a community recreation plan dedicated to trail system development, with particular attention to the following issues:
   - Identify and develop an integrated multi-use trail system for land-based and winter-based products. This could be undertaken once the RV trail inventory currently being undertaken by the MoF is completed.
   - Propose solutions for separating uses into specific areas, particularly motorized vs. non-motorized.
   - Prioritize highest quality/value trails and target resources on these, perhaps decommissioning secondary trails.
3. Lobby the MoF for increases in the recreation budget to be targeted at trail maintenance. While this would only address MoF's trail inventory, there would at least be some effort to maintain the trail system. As FRBC spending scales down and as volunteer club resources are strained, there is increasing concern about a collapse of the system.
4. Research should be conducted into implementing a user-pay system for furnishing the resources needed for trail maintenance. Some area clubs receive donations for public use of their cabins and a similar program may have to be devised to fill the provincial spending gap.
5. Review practices established by National and Provincial Parks systems for development standards and identifying conflict, issues and resolutions.

4.1.9 Land use

Rationale

Land and resource use issues affect all commercial recreation development, perhaps more today than they did in the past. The land base used to be managed for a single use, typically forestry, because it was the dominant commercial activity and supported the economic base of most of the province. As competition for access to and use of the resource base increased, and as multiple use values became embodied in Crown land legislation and policy, conflicts inevitably arose between and among user groups and the public. Adding to the complexity of the situation were other forces, including growing concerns about ecological integrity and land health and the role Crown land use plays in community economic development.

While the mandate to manage public land for the benefit of all users is relatively easy to articulate in policy language, actually coming up with workable mechanisms for achieving the same is proving much more elusive, not just in BC, but in jurisdictions across North America. Major US land managers such as the National Forest Service and the Bureau of Land Management, as well as most Canadian provinces, are wrestling with many of the same problems. What is known from these experiences is that there is no quick and easy solution for streamlining the land management process to the immediate satisfaction of all user groups.

In the Robson Valley, there are three areas of land and resource use that appear to be affecting tourism development. The first is commercial operator access to Backcountry Recreation tenure, the second is conflicts among resource user groups, and the third is the local control and input into the Crown land use planning and tenuring process. At a minimum, tourism operators in the area are unlikely to invest the millions of dollars of investment required to build infrastructure and product unless there is some security of access to those Crown lands and resources that are essential to a high quality tourism experience. In this sense, tourism is much like forestry, mining and fishing for its dependence on the natural resources of Crown land.

It is well beyond the scope of this report to investigate the implications of these issues locally, but the pace of economic change in the Robson Valley may thrust them to the forefront of public interest sooner rather than later, especially if the current tourism investment proposals in Valemount (e.g. Canoe Hot Springs) proceed. Provincially, the status quo will not remain for long as agencies such as BC Assets and Land Corporation (BCAL) actively search for new solutions. The following recommendations focus on opportunities for local action, while recognizing that changes to land management at the provincial level are likely to occur in the near future, hopefully to the betterment of community development.

Relevant Products: All.

Actions

1. Closely monitor the Robson Valley Forest District Enhanced Forest Management Pilot Project (RV EFMPP).
   - This project will have very significant implications for recreation and commercial recreation in the Robson Valley, particularly in the Multiple Resource Design component. Issues such as visual quality, cover requirements for recreation, trail management and access, and, importantly, Crown Land Plan responsibility and management will be addressed.
   - Socio-economic impact analyses are being prepared as part of the evaluation process and there are numerous agency representatives on the working group so communicating the results and implications of the project to the public should not be a problem. However, the project is only a pilot, so the long-term implications for commercial recreation in the Robson Valley are still unknown. Tourism and community representatives should closely monitor the outcome and follow-up to the project.
2. Investigate the unique land use planning exercises being conducted in Rocky Mountain House

(completed) and Hinton (in progress).

- The program has evolved out of recommendations on tourism economic development contained in an IRP done for the David Thompson Corridor. The plan determined that more substantive land use planning was needed to rejuvenate tourism visitation in the Corridor, which was being siphoned off by Banff and Jasper. It involves having the two municipalities identify and zone tourism nodes in and around their communities, and then to prepare landscape level plans. The plans are then used to guide the municipalities in their roles as development authority for the province as regards commercial tourism activity on those lands. All applications for tourism use are sent through the municipality, which takes the lead in the reviewing and permitting process. The advantage to the proponent is the ability to go to one agency in the community (rather than Edmonton) for the permitting process. The proponent also has the advantage of reviewing a relatively detailed land use plan to ensure compatibility between the proposed use and the plan's allowed use and management directions.
- There may be an opportunity to propose a pilot project for the Robson Valley in cooperation with BCAL, MELP and Ministry of Forests. A concept brief outlining program guidelines based on the Alberta model could be prepared and perhaps be based on a tourism precinct at Canoe Mountain. Additionally, the pilot could be linked with RV EFMPP and benefit from that project's critical research information.

3. Consider producing a recreation use code of ethics to assist commercial recreation operators to self-manage conflicting use. The educational brochure that recreation groups in McBride have informally approved could be used as a model for the entire region.
4. Determine the potential impacts on tourism development of the Regional District's land hazard study, which has reportedly affected property values in some communities. The implications for tourism use and development should be assessed in order to avoid unintended consequences.
5. A comprehensive land use plan that ties together LRMP level planning with municipal planning and addresses growth management issues could help the RV manage growth properly.
   - While this issue may not directly impact backcountry commercial recreation at this time, there are indirect effects in relation to infrastructure, access and tourism support services.

4.1.10 Human Resources

Rationale

In developing tourism regions, skill development and training is frequently overlooked as a development need even though it has a sizeable influence on the design and delivery of the tourism services. This need does not just refer to entry level hospitality workers but to the full range of human resource inputs, including management and, in the case of outdoor adventure, guiding services.

Relevant Products: All, although larger developments would warrant more attention.

Actions

1. Investigate leveraging CNC's Outdoor Recreation program, including establishing partnerships between operators and students (e.g. guide mentoring program).
2. Encourage the use of SuperHost tourism training program developed by Tourism BC.
3. Utilize the training materials and resources of the Pacific Rim Institute of Tourism (PRIT), which maintains a reference library containing a variety of manuals and videos widely accessed by the tourism industry.
4. Survey tourism operators to determine the level of interest and willingness to pay for a professional development program. A series of one-day professional development seminars focusing on market planning, alternative media evaluation, media relations, tour packaging, Internet use and electronic commerce, and customer relations.

Continue to APPENDIX A: CONTACT LIST

[1] Listserves come in two forms, Discussion Lists and Announce Lists. An Announce List is used to quickly distribute important information to all subscribed members.

[2] A threshold is an estimate of the trade area or market size needed to support a particular business.

APPENDIX A: CONTACT LIST

Tourism Operators

Name	Organization	Location	Phone Numbers	Facsimile	E-Mail and Website	Comments	Tenure Applicant
Lodges							
Paul Breneshan	Hidden Lake Lodge	5639 Baker Ck Dunster, BC	250-968-4327		vacation@hiddenlakelodge.com		
Wim Poelman	West Canada Adventures		250-569-0333				
Paul Wildeman	Wildeman Canadian Adventure Tours	Box 124n, 3545 Eddy Rd. McBride, BC V0J 2E0	250-569-2529	250-569-2619	wildeservs@aol.com		
Mark Aubrey	Crescent Spur Heli-Holidays	Box 1-G. D. Crescent Spur, BC V0J 3E0	250-553-2300 1-800-715-5532	250-553-2301	regina@crescentspurheliski.com www.crescentspurheliski.com		✓
Danny Stoffel	CMH Valemount Manager		250-566-4111				
Brian McKirdy and Liz Norwell	Dave Henry Lodge	Box 818 Valemount, BC V0E 2Z0	250-566-4718	250-566-4718	www.davehenry.com		✓
Greg Yavorski	CMH McBride Area Manager		403-678-6091				
	Terracana Resort	P.O. Box 909 Valemount, BC V0E 2Z0	250-968-4304	250-968-4445	booking@terracana.com www.terracana.com		
Heli Ski/Heli-Hike							
Mark Aubrey	Crescent Spur Heli-Holidays	Box 1-G. D. Crescent Spur, BC V0J 3E0	250-553-2300 1-800-715-5532	250-553-2301	regina@crescentspurheliski.com www.crescentspurheliski.com		✓
Brigitta McDonald	Robson Heli-Magic	Box 18 Valemount, BC	250-566-4700	250-566-4333	brigitta@robsonhelimagic.com www.robsonhelimagic.com		✓
Danny Stoffel	CMH Valemount Manager		250-566-4111				
Ernst Buehler	CMH Caribou Manager		250-566-9888				
Greg Yavorski	CMH McBride Area Manager		403-678-6091				
Dave Butler	CMH, Cranbrook		250-426-3599				
Mike Wiegele, Cary Mullen, Peter Greenway	Mike Wiegele Helicopter Skiing, Blue River Heli-Hiking	Box 159, Blue River, BC V0E 1J0	250-673-8381 1-800-661-9170	250-673-8464	mail@wiegele.com		
	Golden Falcon Aviation Inc.	Golden, BC	1-888-909-8687	250-344-5808			

	Tsayta Aviation Ltd.	Sea Plane Rd., Fort St. James, BC	250-996-8540 1-800-506-9831	250-996-8548	tsayta@mail.wdcomputers.com		
	Glacier Air Ltd.	2502 Laurentian Prince George, BC	250-964-9690 1-800-667-5668				
	Great Canadian Heli-Skiing Ltd.	Box 175 Golden BC V0A 1H0	250-344-2326	250-344-2316	heliski@rockies.net www.greatcanadianheliski.com		
Snowmobile							
Ralph Bauer	Valemount Snowmobile Tours	Box 600 Valemount, BC V0E 2Z0	250-566-9767	250-566-9762	snowtour@valemount.com		✓
Mike & Maxine Stapley	Double M Mountain Tours	McBride, BC V0J 2E0	250-569-2473	250-569-0114	setter@mcbridebc.net		
Ken Nicholas	Scenic Mountain Tours	Valemount, BC V0E 2Z0	250-566-4661				
Tony Parisi	Snow Farmers (Tours & Guides)	Box 550 Valemount, BC V0E 2Z0	250-566-9161 1-800-566-9161			Not operational yet	
	Alpine Country Rentals (Tours)	Valemount, BC	250-566-9774 250-566-4742	250-566-9771		rentals only	
Lorne Curnie	Maligne River Trading Ltd./Curnies Guiding	#7 Stone Mnt. Village, Box 105, Jasper, AB T0E 1O5	403-852-5650 403-852-3001	403-852-5670			✓
Cat-skiing							
Terry Michael Cinnamon	Cariboo Snowcats Ltd.	Box 998, Valemount, BC V0E 2Z0	250-566-9897				✓
Water based Tours							
Terry Cinnamon	Mt. Robson Whitewater Rafting Co.	C/O Box 998 Valemount, BC V0E 2Z0	250-566-4879 250-566-9190 1-888-566-7238		rafting@valemount.com www.mountrobsonwhitewater.com		
Rick Kennedy	Maligne Tours Ltd.	626 Connaught Dr. Jasper, AB	780-852-3370				
Brent Daniels	Mt. Robson Adventure Holidays	Valemount, BC V0E 2Z0	250-566-4386	250-566-4351	www.mountrobson.com		
Blackmans	Eagle Raft Tours		566-9194	250-566-9927			
	Terracana Resort	P.O. Box 909 Valemount, BC V0E 2Z0	250-968-4304	250-968-4445	booking@terracana.com www.terracana.com		
Andy Hagenguth	Timberline Llama & Canoeing	12890 McBride, BC Hwy. 16 E	250-566-9987	250-968-4343	hagengut@valemount.com		
Ken Nicholas	Scenic Mountain Tours	Valemount, BC V0E 2Z0	250-566-4661				
EcoTours							

Ron Hammerstedt	The Forest Company	1036-4th Ave McBride, BC	250-569-3331	250-569-2355			
Brent Daniels	Mt. Robson Adventure Holidays	1095 - 14th Ave Valemount, BC	250-566-4386	250-566-4351			
Rick Zammuto	Save the Cedar League	Crescent Spur, BC V0J 3E0	250-553-2325	250-553-2325	rzammuto@aol.com		
Mountain Biking Tours							
Duncan Mactavish	Black Fox Enterprises	Box 704 Valemount, BC V0E 2Z0	250-566-8263				✓
Ken Nicholas	Scenic Mountain Tours	Valemount, BC V0E 2Z0	250-566-4661				
ATV Tours							
Jorg Volmar	Canadian Backcountry Adventures	P.O. Box 894 Valemount, BC	250-968-4343 1-877-868-7288	250-968-4343	touratv@yahoo.com www.terracana.com		✓
David Craig	Alpine Country Rentals	Valemount, BC	250-566-4790 250-566-4742				
Harry Barber	Off Road Trax	Valemount, BC	250-566-0188 1-888-718-2887				
Dogsledding							
Mike Widell	Cold Fire Creek Dogsledding	Valemount, BC	250-566-9115 250-566-9116		mike@LogoLog.com		✓
Horse Rides/Packing							
Buddy Cardinal	Cardinal Ranch	Box 949 McBride, BC V0J 2E0	250-968-4481		cardinal@valemount.com www.valemount.com/cardinal		
Brian McKirdy and Liz Norwell	Headwaters Outfitting Ltd.	Box 818 Valemount, BC V0E 2Z0	250-566-4718 250-566-4718		www.davehenry.com		✓
Tony Parisi	Borderline	Box 550 Valemount, BC VOE 2Z0	250-566-9161 250-566-9161		Borderline@valemount.com www.valemount.com/borderline		
Tom Vinson	Horseback Adventures Ltd./Brule, AB.	Brule, AB	403-865-4777				
	Skyline Trail Rides Ltd.	Box 207 Jasper, AB	403-852-4215				
Dale Cinnamon	Mica Mountain Outfitting	Box 323, Valemount, BC V0E 2Z0	250-566-4674				✓
Lyle Moberly	J H Horse Services	Box 6493, Hinton, AB T7V 1X7	403-865-3027				✓
Llama Tours							
Dan & Dorothy Hunter	Strider Adventures	17075 Perry Rd E., Prince George, BC	250-963-9542 1-800-665-7752	250-963-8446	strider@bcgroup.net www.pgweb.com/strider		

		V2K 5E3					
Andy Hagenguth	Timberline Llama & Canoeing	12890 McBride, BC Hwy. 16 E	250-566-9987	968-4343	hagengut@valemount.com www.terracana.com		
Fishing							
	On line Sports	600 Patricia Str. Jasper, AB	403-852-3630				
Rob Bustin	Bustin Trout	Box 234 Tete Jaune, BC V0E 2Z0	250-566-9826		bustin@rockymtns.com		
	First Cast Guiding	119 N Kelly Prince George, BC	250-562-8268				
Hunting Guides							
Gordon Jeck	Jeck Bros. Rocky Mtn Adventures	4310 McBride Hwy. 16 E., McBride, BC	250-569-3463	250-5693463			
	Five Star Hunting Adventures	231 Carney Prince George, BC	250-563-2423				
Traute Shuirmann	Bear Lake Guides & Outfitters	22730 Old Summit Lk N Salmon Valley, BC	250-971-2278				
Thanos Konstantinos	Guide & Outfitter	260 Laurel Cres. Prince George, BC V2N 1K2	250-561-2094	250-561-2094			
Bruce and Linda McKenzie	McKenzie Brothers Outfitting	308 Buchannon Way, Edmonton, AB	780-988-6646	780-439-6317			
Tim Cushman	Wolverine Mtn. Outfitters	Kruger Lake	H424307 on Wells YP radio channel				
Other Crown Land Tenure Applicants							
John, Vincent Peterson		Box 456, Valemount, BC V0E 2Z0	250-566-4438				✓
	Cariboo Mountain Services	P.O. Box 1133, Fernie, BC V0B 1M0	604-423-7697				✓
Clubs and Associations							
Andrew Pearson Jr.	Valemount Trail Society Husky/Tags	Valemount, BC	250-566-9977 250-566-9793				
Elaine Gillette	Alpine Club and Ski Club	McBride, BC	250-569-2643	569-2355	gillette@mcbridebc.net		
Glen Stanley	Tele-Mark Skiers	McBride, BC	250-5692596		stanleys@mcbridebc.net		
Larry Stamm	Ozalenka Alpine Club	McBride, BC	250-569-3385		larrys4@vis.bc.ca		

Trent Gainer	McBride Big Country Snowmobile Ass.	McBride, BC	250-569-3414				
Dean Flahr	McBride Big Country Snowmobile Ass.	McBride, BC	250-569-2712				
David Craig	Timberline Snowgoers	Valemount, BC	250-566-4627 250-566-4622		bcsfaw@vis.bc.ca		
	Alberta Snowmobile Association	Edmonton, AB	780-427-2695				

Government

Name	Organization	Phone Numbers	Facsimile	E-Mail
Provincial and First Nations				
Marc Von der Gonna	MOF	250-569-3700	250-569-3738	marc.vondergonna@gems1.gov.bc.ca
Dona Stapley	MOF	250-569-3700	250-569-3738	dona.stapley@gems5.gov.bc.ca
Jeff Beale, District Manger	MOF	250-569-3700	250-569-3738	Jeff.Beale@gems9.gov.bc.ca
Dennis Butchart	BC Assets & Lands	250-565-6548	250-565-6629	Dgbutcha@prince.env.gov.bc.ca
Jean-Marc Lacasse	Forest Economic Dev. Officer	250-569-2229	250-569-3276	fedo@valemount.com
Margret Horvath	PGRDC	250-564-0282	250-563-6398	margret@pgrdc.bc.ca
Max Tanner	MOF Clearwater	250-587-6700	250-5876790	
Bill Lougheed	MOF Clearwater	250-587-6700	250-5876790	
Wayne Van Velzen (Area Supervisor)	MELP Mt. Robson Prov. Park	250-566-4325	250-566-9777	Wayne.VanVelzen@gems5.gov.bc.ca
Barry Seymour (Prince George)	Lheit Lit'En Nation	250-963-8451 250-963-5632	250-963-6954	
Kirsten Lenko	Valemount Gateways Program			gateway@valemount.com
Municipal and Regional				
Dona Stapley	Pres. Chamber	250-569-2451 250-569-3722	250-569-0114	dona.stapley@gems5.gov.bc.ca
Kevin Hallgate (Power House Pub)	Chamber (Trail Standing Committee)	250-569-2405		
Mary Hooker	Chamber McBride	250-569-2639		
Jeannette Townsend (Mayor)	Village of Valemount	250-566-4435	250-566-4949	
Dennis Goddard (Administrator)	Village of Valemount	250-566-4435	250-566-4249	dgoddard@valemount.com
Laird Irvine (Administrator)	Village of McBride			
Mike Frasier (Mayor)	Village of McBride			
Michelle Hanson	Valemount Dir. Rec. and Tourism	250-566-4846		
Administrator	Reg. District of Fraser-Fort George	250-960-4400		
Mike Monroe	Regional District Director - Area H	250-968-4334	250-569-3426	

Continue to APPENDIX B: QUESTIONNAIRE

APPENDIX B: QUESTIONNAIRE

View survey tool here

Continue to APPENDIX C: LODGE/RESORT AND HUT SUITABILITY

BRITISH COLUMBIA

Ministry of Small Business, Tourism and Culture

Tourism Policy and Land Use Branch

Tourism Opportunities Study

Operator Survey

This survey is undertaken by the British Columbia Ministry of Small Business, Tourism and Culture (MSBTC) to identify tourism opportunities and constraints in the Robson Valley (the 'district', please see map for exact area). This project is in support of sustainable community-based tourism development which will assist in the diversification of regional economies. MSBTC will also use the results to support more informed planning decisions by all agencies affecting the tourism industry. The information collected by this survey will form the basis for tourism development planning in the district. On completion of the project, the data will be available through MSBTC, your local and First Nations governments, or through local tourism associations.

Please answer only those questions that apply to your business Information from previous inventories, where available, is shown in this form. Please make any updates, additions or corrections required.

Organization Name_____
Contact_____
Mailing Address_____
Physical Address (if different from above)_____
City, Prov_____ **Postal Code**_____ **Phone**_____
Fax_____ **E-Mail**_____ **Web Site**_____

1. If your company is a:
Accommodation facility/property manager ☐, proceed to # 2.
Tour operators (coach, adventure, etc) ☐ proceed to # 5.

2. **If you are based in or use the district** and offer **overnight** accommodation facilities, please indicate for each type of facility you operate, the following information..

Type of Facility	Accommodation units (rooms)	Campground Sites
Hotel / Motel		
Condominium		
Cabins	(# beds or cabins)	
Lodge / Resort		
Fishing / Guide Camp	(# beds or tents)	
Bed &Breakfast		
Vessel Lodge / Float house	(# beds or rooms)	
	# RV sites	**# Campsites**
RV Park / Campground	with hook-ups	
	no hook-ups	
	Moorage feet	**# Boats**
Moorage space		
	Number of Berths	
Charter Boat(s)		

3. Please check (✓) all the services offered by your facility. Do not include services that are offered by businesses nearby; these services should be specific to your operation.

Services

☐ Restaurant # Seats ____	☐ Fine Dining # Seats ____	
☐ Coffee Shop # Seats ____	☐ Pub/Lounge # Seats ____	
☐ Catering Services	☐ Meet Rooms ____ max. cap.	
☐ Grocery Store	☐ Gift Shop	☐ Off-Sales Beer/Wine
☐ Activity supplies	☐ Equipment rentals	☐ Activity Lessons
☐ Tour Bookings	☐ License Sales	☐ Fishing Bait
Total retail sq.ft. ____	☐ Boat Launch	☐ Moorage
☐ Data / Net connections	☐ Pay Phone	
☐ Fuel	☐ Ice	☐ Marine/auto repairs
☐ Hook-ups (full)	☐ Sani-dump	☐ Potable water
☐ Showers	☐ Laundry	☐ Washrooms
☐ Child care	☐ Playground	☐ Fitness Facility
☐ Sauna/Hot tub	☐ Swimming Pool	☐ Other Sport Facilities
☐ Other Services		

4. If you are a **property manager**, please list the properties you manage. _____
_____
_____

5. How long has your company been in business? _____

6. What are the **primary activities** provided by your operation in the district (Examples include: sea kayaking, fishing).

_____
_____
_____
_____

7. What are the **secondary activities** provided by your operation (A secondary activity would not be supplied without the presence of the primary activity. A secondary activity does not have to be guided, e.g. Wildlife watching, camping).

_____
_____
_____
_____

9. Please list the name of **other companies** whose services you utilize as part of your operations. (e.g. Air charter, hotel or B&B accommodation, boat or kayak charter)

Name _____ Phone _____
_____
_____
_____
_____

10. Please check (✓) the months of your business operation in the district. ☐ All Year

☐ January	☐ May	☐ September
☐ February	☐ June	☐ October
☐ March	☐ July	☐ November
☐ April	☐ August	☐ December

11. For each season that you operate in the district, please indicate (✓) the occupancy rate for your operation or facility. If you only operate for a portion of a season, record the average level of use for that portion in which you operate.

Average Occupancy For Season	Summer (July-Aug)	Fall (Sept-Nov)	Winter (Dec-Mar)	Spring (Apr-Jun)
Greater than 85%	☐	☐	☐	☐
55% - 85%	☐	☐	☐	☐
Less than 55%	☐	☐	☐	☐
Do not operate during that season	☐	☐	☐	☐

12. Please indicate (✓) the category which best describes the percent of trips your company offers in the district compared to the total number of trips offered by your organization.
☐ Under 25% ☐ 25 to 75% ☐ over 75%

13. Please indicate (✓) the maximum size of group you can accommodate on each trip:
☐ < 2 people ☐ 3-6 people ☐ 7-12 people
☐ 13-15 people ☐ 16-20 people ☐ > 20 people

14. What is the trip purpose of the clients that frequent your business? Provide a rank, starting at 1.
❑ Recreation (Locals) ❑ Tourist ❑ Business
❑ Conferences/Meetings ❑ Visiting Friends and Relatives

Providing a rank starting at 1, what is their origin.
❑ Regional ❑ Provincial ❑ Canada
❑ USA ❑ Asia Europe

15. Is your operation busy or less busy than the past 3 years?
☐Busier ☐less busy or ☐ Equal to **1998**
☐Busier ☐less busy or ☐ Equal to **1997**
☐Busier ☐less busy or ☐ Equal to **1996**

16. What influenced the change? (weather, downsizing, advertising, etc.) _____

17. What is the average length of stay for clients?
_____

19. What is the average daily charge per client for:
Trips less than one day in duration? _____
Trips more than one day in duration? _____

20. Please indicate the number of people that you are employing for operations in the district in 1999 for the following categories:

_____ full time year round
_____ full time seasonal
_____ part time year round
_____ part time seasonal
_____ total employees (persons)

21. Do you employ local residents?
☐ Yes ☐ No
If yes, how many? _____

Question 22: These questions concern the nature of the tourism industry, your sector (e.g. heli-skiing, eco-tours), and your operation in the district in relation to other districts or jurisdictions.

a) What do you see as the key strengths and weaknesses of the following in the district? *Table 1 (back page) provides you with some suggestions.*

Strengths of the entire tourism industry _____

Strengths of your sector _____

Strengths of your operation _____

Weaknesses of the entire tourism industry _____

Weaknesses of your sector _____

Weaknesses of your operation _____

b) What do you feel are new and/or potential tourism development opportunities in your sector in the district? *Table 2 (back page) provides you with some suggestions.*

Opportunities for the entire tourism industry _____

Opportunities of your sector _____

c) What threats (present and future) are there in the district? *Table 2 (back page) provides you with some suggestions.*

Threats to the entire tourism industry _____

Threats to your sector: _____

Threats to your operation: _____

d) What tourism trend changes have you noticed in the past few years in the Robson Valley regarding:

- Visitor volumes? _____
- Visitor origins? _____
- Length of stay? _____
- Party composition (ages, sexes)? _____
- Seasonality? _____
- Demand for activities (motorized, non-motorized, ecotourism, adventure tourism)? _____
- Demand for local level of service (rustic to full service)? _____

h) Are the skills required for your business available in the communities adjacent to your areas of operation? ☐ Yes ☐ No

What additional skills would help prepare workers in your business?

☐ Computer Training ☐ Accounting ☐ Marketing Dev. ☐ Service standards ☐ Business Plan Dev.
☐ Website Dev / Mrktg ☐ Outdoor Leadership ☐ Other _____

Further comments:

_____

_____

Please Respond by: Dec. 31, 1999

Thank you for your participation.

Please fax, mail or e-mail us care of the following consultant, who has been contracted to conduct this survey on behalf of the Ministry of Small Business, Tourism and Culture and Catherine Berris Associates Inc.:

Elaine Gillette
c/o Gillette Forestry
1036 4th Ave.
McBride, B.C.
telephone: 250-569-2643
fax: 250-569-2355
email: cba@infomatch.com

Table 1: Possible Strengths or Weaknesses of Tourism/Recreation Development Opportunities		
Physical	Natural features (e.g., mountains, lakes)	Current degree of development or utilization
	Recreation features	Seasonality or weather
Location and accessibility	Accessibility from nearest community	Lies within a "circle route"
	Remoteness or distance from main road	Proximity to other attractions
Local business climate	Hospitality/amenities in nearby community(s)	Cohesiveness of local business community or Chamber of Commerce
	Local availability of required supplies & services	Attractiveness to investors
	Local economic development initiatives or office	
Local community	Community attitude to tourism	Local/regional skills/labour market
	Local/regional awareness of this resource	Local/regional training amenities
	Cultural or historical features	
Others	Provincial or global awareness of the resource? Other?	

Table 2: Possible Opportunities and Threats for Tourism/Recreation Development Opportunities		
Supply	Future change in resource utilization or carrying capacity	Competition from other operators: local, regional, provincial
	Availability of similar resource regionally or provincially (supply)	
Demand	Demand growth – provincial, national, international	Other market characteristics
	New trends in tourism demand (e.g., ecotourism)	
Economic	Regional or provincial economic conditions	Exchange rate
	US or other market economic conditions	Other
	Interest rate	
Government Policy	Policy regarding resource protection (e.g, closure of fisheries, environmental protection)	Economic development initiatives (e.g., Gateway communities)
	Taxation	Tenure Visual Quality
Funding sources	Public sector	Private sector
Other		

APPENDIX C: LODGE/RESORT AND HUT SUITABILITY

Rating of the potential lodge/resort and hut sites was based on evaluation of the opportunities and constraints and expert knowledge of the study area. There is a level of subjectivity in the ratings, so the factors considered in the analysis are listed here. Some of the assumptions used in developing the ratings were as follows:

- Attractive sites with good views are positive features.
- The higher the elevation, the more difficult it can be to build and service a resort, and the summer season is short.
- North-facing sites are not very attractive.
- Some existing public use in an area is a benefit, especially for huts, but high levels of established use would likely be a conflict for a resort.
- The potential for year-round activity is a benefit.
- Sites within an existing tenure limit opportunities for development.
- High value habitat for caribou, grizzly or goat may limit potential for development.
- Accessibility is a primary consideration, because long helicopter flights are cost-prohibitive.
- If access to a site is from outside the study area, the economic benefits to the Robson Valley would be very limited, therefore these sites were generally rated low.

The polygons around the potential lodge/resort sites are areas identified by Evanoff as having back-country tourism potential, primarily back-country skiing. Of course, there are many other use areas that could relate to potential resort sites, as shown on the summer, winter, and wildlife-viewing maps.

In some cases, two potential lodge sites are indicated within one polygon. These are related to specific alternate locations on the ground and have been analysed as one site in relation to broader considerations.

Some of the sites identified by Evanoff have been excluded because of potential conflicts or other impacts. These are not identified with the lodge or hut symbol on the map, but the back-country tourism potential polygons have been indicated. The sites are listed on the following table, with a rating of None, along with related opportunities and the precluding constraints.

Number and Name			
Lodge/ Resort Rating	Hut Rating	Opportunities	Constraints
1. PTOMAINE CREEK			
Low	Moderate	• Fairly open valley, gentle slopes; forest cover starting to thin out with more open spacing between trees. • Horse use known to exist in area (Boundary Area)	• Over 5000' elevation • Logging activity approaching drainage -auditory impact? • General north-facing aspect • Significant helicopter time to potentially access • High value caribou and grizzly habitat
2. MT. JOBE AREA			
Moderate	Moderate	• Winter and summer use potential • General Continental Divide area (Boundary). Most intensively used by horse outfitters – both hunting and recreational. Several trails in passes in vicinity • Slopes appear moderate	• Over 5000' elevation • General north-facing aspect • Significant helicopter time to access from McBride • Rather remote location to seriously consider as one cannot depend on logging road access • High value caribou and some high grizzly habitat
3. CUSHING/MORKILL AREA			
Low	Moderate	• Not far from Spirit Lake – good summer feature	• Over 5000' elevation • General north-facing aspect • Significant helicopter access time • Logging views in lower valley • Only current activities would be horse/guide outfitters, and limited snowmobilers (this may increase as it is part of sanctioned snowmobile area) • High value caribou and grizzly habitat
4. MCKALE AREA			
Low	Moderate	• Appears to be alpine lake in polygon • Starting to open up into alpine, looks like good aspect	• Over 5000' elevation • Falls within Cres. Spur Heli Ski Area • Limited space • Close to Mt Renshaw – intensive snowmobile use area (up to 200+ machines/day). Snowmobilers do not usually ride as far west as the polygon. Auditory impact likely on cold/clear days.
5. CHALCO AREA			
Low	Moderate	• Primarily winter use potential • Some horse use possible in area, perhaps few snowmobilers	• Over 5000' elevation • North/West aspect – questionable sunlight with high mountain surrounding site. • Appears to be fairly rugged terrain and tight valley area • High value caribou and some high grizzly habitat, goat habitat
6. MCBRIDE PEAK/ PARADISE RIDGE			
Moderate	High	• Summer and winter use	• Over 5000' elevation

		• High up in pass there is open alpine and lake; then valley narrows down as it drops into McKale • Good aspect and light up in pass, fairly windy though • Existing public hiking and snowmobile use, small use area for machines, experienced riding only. • Close proximity to McBride – great access either up 4 x 4 road to McBride Peak, or short heli flight from McBride	• Close to Eco Reserve • High value grizzly habitat and goat habitat • Popular public use area
7. BEAVER RIVER BENCH LAKES (HOLMES)			
High	High	• Primarily summer use potential • Approx. 8-10 lakes located along this alpine bench, backdrop of rugged cliff faces and mountains; excellent views north towards Boundary Area and Alberta/BC border. • Excellent aspect N/W • Existing horse use in area (tenure application) • Some public hiking, but difficult access – may improve once Watershed Restoration completes its work in Horsey Ck. • Some extreme snowmobiling to passes above lakes, but unknown if they drop down.	• Difficult ground access from Beaver side – steep and forested. • Better access from headwaters of Horsey Ck., but still not easy – high elevation and tight passes • Considerable heli-time to access
8. HORSEY CREEK (EAST FORK)			
Moderate	Moderate	• Potential for summer and winter use • Superb views – small alpine lakes nestled amongst towering peaks and glaciers • Horse use in vicinity and will be more if tenure is approved. • Fork of creek to west has established snowmobile use (extreme riding)	• High elevation bench, limited alpine area • North facing aspect but would get afternoon sun • Goat population in area • Part of Robson Heli Magic tenure area (deferred for many years with goat studies)
9. HOLLIDAY CREEK ALPINE			
High	High	• Potential for summer and winter use • Extensive alpine valley, moderate slopes and sizeable alpine lake at headwaters • Incredible views into Rocky Mtn. Trench from top of ridge; or back into Horsey/King Creek and Mt. Robson country. • Currently low use area: public hiking, horse use but excellent opportunities for ski touring and telemarking • Good aspect • Moderate heli flight access time from McBride	• Existing access trail is long • Grizzlies known to frequent area, goats evident on rockier ridges • Motor restriction recommended for this area in LRMP
10. SMALL CREEK			
Moderate	Moderate	• One moderate high elevation lake and several smaller ones nearby	• Over 5000' elevation • Area removed from original PAS

		• No known recreational activities in area other than infrequent hikers exploring area • Moderate heli time from Valemount	area (to reduce overall # of PAS hectares from district) • Steep and tight terrain. • Part of Robson Heli Magic tenure area
11. UPPER SWIFT CREEK			
Low	Low	• More moderate terrain than surrounding area • Good aspect • Short heli-flight time from Valemount • No known recreational use other than infrequent hikers	• Over 5000' elevation • Falls within Community Watershed
12. SWIFT CREEKK/MCKIRDY MEADOWS			
None	None (Existing)	• Within moderate hiking distance of Valemount • Short heli flight time from Valemount • Fairly good aspect	• Falls within Community Watershed • YORA "McKirdy Hut" nearby – conflict for small area
13. UPPER YELLOW JACKET CREEK			
Moderate	Moderate	• Good aspect • No other known recreational activities other than infrequent horse or hiking use.	• Over 5000' elevation • Borders on Mt. Robson Prov. Park – activity and intensity of use concerns • Falls with Robson Heli Magic Ski tenure area
14. BLACKMAN ALPINE			
High	High	• Potential for summer and some winter use • Exquisite open alpine plateau with approx. 15 small alpine lakes • Spectacular views of alpine plateau and down into Kinbasket Lake, south to Selkirk Mtns, west to Monashee Mtns. • Excellent aspect • Backside of Mt Blackman has small glacier with lake below	• Difficult access at this time – goat hunters climb up slopes from lakeside • Significant heli access time from Valemount
15. BLACKMAN CREEK (EAST)			
Low	Low	• moderate slope, backdrop of mtn. peaks and small glacier. • good views of Mt. Blackman • No known recreational use at this time undoubtedly due to difficult access	• Over 5000' elevation • Very difficult access and significant heli access time from Valemount
16. HUGH ALLENS/SILVERTIP			
Moderate	Moderate	• Potential for summer and some winter use • Approx. location of Silvertip Lodge Application • No known recreational activities at this point due to remoteness – although logging is getting closer • views from park boundary north to AB/BC border appear excellent, mtns. and glaciers abundant • Terrain looks moderate – opportunities for hiking, ski touring • Good aspect	• Concerns from BC Parks Re: activities and intensity of use which may overlap into Robson Park • Significant heli time to access area – Mica is closer • High value grizzly habitat

17. HUGH ALLEN			
Low	Moderate		• More rugged area than #16 • Potential views of future logging on main Hugh Allen drainage • Less potential use area than #16 • Significant heli time to access – Mica is closer • Some high value grizzly habitat
18. HUGH ALLEN/MALLARD PEAK			
Low	Low	• Spectacular views, borders on Jasper National Park • Moderate to steep terrain but tightly nestled in area between high mountains • Probably good sunlight conditions in summer when sun is high, but restricted in winter	• Extremely high elevation area • Portion of polygon falls within high value grizzly habitat • Mica is closest heli access point
19. HUGH ALLEN/MT BROWN			
Low	Low	• Spectacular views, borders on Jasper National Park • Recreational opportunities likely for mtn. climbing, mountaineering and experienced skiing	• Extremely high elevation (7000') • Area probably has extreme weather fluctuations as it is nestled between major icefields • Mica is closest heli-access point
20. HALLAM GLACIER AREA			
Low	Low	• Good views down to Kinbasket Lake and over to Rocky Mtns.	• Well over 5000' elevation • North facing aspect, probably harsh weather due to location below massive glacier • Falls within Mike Wiegele Heli Ski Tenure • Mica is closest heli access point – short trip
21. FOSTER CREEK			
Low	Moderate	• Spectacular views: in Monashees and views of Rockies and Selkirks, many glaciers	• High elevation ridge (approx. 6000' – 8000') • Falls within Mike Wiegele Heli Ski Tenure • Site is within Foster proposed PAS • Probable views of logging activities down on Kinbasket Lake, Howard Creek, Buster Creek etc. • Mica is closest heli access point – short trip • High value grizzly habitat
22. UPPER FOSTER CREEK			
Low	Low	• Good views especially of Rockies	• Extremely high elevation area – glaciers in close proximity • Terrain looks rugged from maps – harsh area • Falls within Mike Wiegele Heli Ski Tenure • Heli access from Mica or Blue River • Probably not great aspect for winter sun
23. DEER CREEK AREA			
Low	Moderate	• Good views especially of Rockies • Pass area appears to have	• Well above 5000' elevation, large glacier in area

		moderate slopes	• Falls within Mike Wiegele Heli Ski tenure • Steep rugged area • Significant Heli time for access
24. CAMP CREEK			
None	None	• Short heli time from Valemount • Excellent views of Mt Thompson and Rockies beyond	• Serious snowmobile country - hundreds of machines frequent area on weekends. • Controversial area - falls within CMH Valemount tenure, they are requesting a closure to snowmobiles here • Poor aspect – north facing slopes
25. CAMP/GOLD CREEK AREA			
Moderate	Moderate	• Appears to have moderate slopes in saddle area • Probably good views of Monashees and Rockies • Short heli time from Valemount • No known public recreational use – rather rugged area with difficult ground access	• High elevation area • Falls within heart of CMH country and close proximity to their Cariboo Lodge – potential conflict
26. WESTRIDGE AREA (McLennan)			
None	None (Existing)		• YORA cabin (public use) on edge of polygon – major conflict • Intensive CMH Heli Ski use area • Ongoing (& escalating) conflicts with snowmobilers wanting same area – being considered for 105 closure • Small overall use area for an additional facility • Too close to Valemount for wilderness feel
27. RAUSH HEADWATERS			
Moderate	High	• Close to glacier, great views • Extensive alpine meadow • Reports of old horse trail through pass • Fraser Headwater Alliance is advocating re-opening the historical trail/route and increasing public awareness of drainage • Caribou ski traverse passes through	• Extremely high elevation (6000+') • CMH Valemount Heli Ski Tenure • Lodge symbol appears to be in extensive pass area – probably only moderate slope in entire polygon • High value grizzly habitat
28. RAUSH/FRED WELLS CREEK AREA			
Low	Moderate	• Nice views of Premiers • Close proximity to many icefields/glaciers, spectacular • Caribou ski traverse passes through	• Over 5000' elevation • North facing aspect – restricted sunlight • Probably extreme weather • Significant heli time for access
29. BLACK MARTIN (E. FORK)			
Low	Low	• Good view from pass down to Kiwa Glacier/Lake • No known existing recreational use – difficult access	• High elevation area (6500+') • Very tight valley, glaciers at top end • North facing aspect – poor light • Extremely rugged country – avalanche prone? • Significant heli time to access

30. MT. QUANSTROM			
Low	Low	• Primarily winter use potential, summer season short • site is surrounded by massive glaciers, spectacular	• Super high elevation (6000m) • Falls within CMH McBride Heli Ski Tenure • North facing aspect • Probably steady out flow winds off Quanstrom Glacier • Close to Upper Raush PAS area • Significant heli time to access area
31. CASTLE CREEK (EAST SIDE FORK)			
Low	Low	• Primarily winter use potential, summer season short	• Over 5000' elevation • CMH McBride heli ski area • Tight valley, rugged terrain • Mt. Quanstrom Glacier at top of polygon probably steady outflow winds • North aspect – poor light in winter • Appears to have limited views past immediate mountains • Substantial heli flight time to access
32. CASTLE CREEK (EAST HANGING VALLEY)			
Low	Moderate	• Primarily winter use potential, summer season short	• High elevation bowl • Limited use area, rugged area • North aspect, limited winter light in bowl? • Limited views • CMH McBride heli ski area • Moderate heli time from McBride
33. CASTLE CREEK (MIDDLE EAST SIDE)			
Low	Moderate	• Primarily winter use potential • N-W aspect but high enough up in elevation that light may be OK • No public recreational use known – steep and difficult ground access • Moderate heli time for access	• CMH McBride heli ski area • Overall steep terrain with moderate slopes only in top end of side creek. Avalanche country!
34. CARIBOO LAKES			
High	Very High	• Potential for summer and winter use • Incredible views – Roberts Glacier, Lakes • Potential CMH Heli Ski Tenure Lodge site (one of many considered) • Ozalenka Alpine Club foot trail into lake from over Avalanche Pass and Smith Dore (12 kms in) • Existing heli ski use, public hiking (campsite at lake) and occasional snowmobilers with potential for more • North Caribou Ski Traverse passes through	• Approx. 6000'+ elevation at lake level • CMH McBride heli ski tenure
35. CHEVRON PEAK			
Moderate	High	• Primarily winter use potential • moderate slopes in top end of creek. • Glaciers and peaks surrounding open alpine area • Short heli time to access area from McBride • North – W aspect –light okay but	• High elevation area • CMH McBride Heli Ski Tenure • Area too small for large lodge, perhaps for smaller hut

		not great	
36. OZALENKA BELL AREA			
None	None (existing)	• Potential for summer and winter use • Close heli time to McBride • Ski Tour groups could ski out	• High elevation area • Ozalenka hut located nearby – intensively used summer and winter • Bell Mtn. nearby – intensive snowmobile use and public hiking • Too much established public use in close proximity to proposed lodge site • High value caribou habitat
37. UPPER FORK CARIBOO CREEK EAST (MILK RIVER)			
Moderate	Moderate	• Primarily winter use potential • Minimal public recreational use except some snowmobile access to Kristi Glacier • Moderate heli flight from McBride • Moderate to steep terrain • Westerly aspect, p.m. sun • Small useable alpine area • Potential for a small lodge to take pressure off Ozalenka and Eagle Valley cabins	• High elevation hanging valley (5000'+) • Upper portion of polygon is Kristi Glacier probably steady outflow winds • Grizzlies known to general area • CMH McBride Heli Ski Area • Difficult ground access
38. UPPER FORK CARIBOO CREEK WEST			
Moderate	Moderate	• Potential for summer and winter use • Nice gradual slopes, open alpine, several creeks and pothole lakes (wettish?) • No known public rec. activities • Moderate heli time access form McBride • Easterly aspect – morning sun • Easily hiked or ski toured out	• High elevation area • Crescent Spur Heli Ski Area • Difficult ground access • High value caribou and grizzly habitat • Borders on Bette Wendle PAS Area • Small area
39. CARIBOO CREEK/BETTE WENDLE			
Low	Low	• Primarily winter use potential • Forested, but well spaced trees in pass	• High elevation area • Close to PAS and Bowron Park • High value caribou habitat, grizzlies known in area • Crescent Spur Heli Ski Area • Significant heli time to access
40. NORTH STAR MTN. AREA			
None	Low	• Nice open rolling alpine ridges • Excellent views	• Within PAS area • High value caribou habitat • Critical grizzly habitat (grizzlies come down to creek mouth for salmon each fall) • Within visually sensitive area for Bowron Lake Chain • CMH Heli Ski Area • Significant heli time
41. KENDALL CREEK/GOAT MTN. AREA			
Moderate	Moderate	• Potential for summer and winter use • Superb views - Goat Mtn/Glacier to the south, Zig Zag Ridge to the north and Snowshoe Lakes to west • Two Snowshoe Lakes are stocked	• Cres Spur Heli Area • Grizzly frequent snowshoe lakes • Significant heli time to access from McBride • Extremely difficult ground access for fishermen now

42. BLUEBERRY LAKE			
High	Very High	• Extensive open alpine area along Continental Divide • Spectacular mountain views • Existing popular horse outfitting area, with several base camps • Existing MoF horse and hiking trail (ties into Jasper National Park trail system) • Terrain suitable for winter ski touring/telemarking (no heli ski tenure) • Generally southern aspect	• Management plan needed for this area due to escalating horse use/impacts • Borders on Willmore Wilderness and Jasper Nat. Park.
43. BELL MOUNTAIN			
Very High	Very High	• Frontcountry lodge potential to service increasing numbers of recreationists on Bell Mtn. • Also potential for smaller higher elevation day use lodges • Intensively used for multi season recreation (snowmobiling, XC track set skiing, ski touring/telemarking, hiking, and hunting.) • Access road from Highway 16, located 8 kms west of McBride • Excellent views of Robson Valley and Rocky Mountains • Potential exists to both intensify and diversify recreational use • 4X4 accessible close to alpine in summer (bermed)	• Could be some public opposition to a private facility in this area
44. EAST TWIN			
Moderate	High	• Fairly extensive and gentle alpine • General western exposure, good light • Opportunities for hiking, ski touring, telemarking • Good views generally	• Moderate heli time from McBride • Logging would be evident in Cushing Creek valley from top of ridge
45. RENSHAW			
Very High	Very High	• Extensive alpine area with several small lakes • Potential for large lodge in heart of intensive use snowmobile area to service them plus summer hikers, mtn bikes, horses, ecotours • Extensive existing recreation use, summer and winter	• Borders on Willmore Wilderness Area
46. UPPER GOAT RIVER			
Moderate	Very High	• Attractive alpine area • Historic trail leading over divide • Would provide destination for hikers, horse packing and snowmobilers	• Caribou and grizzly in area • Borders on proposed protected area

Continue to APPENDIX D: SNOWMOBILING SUITABILITY

APPENDIX D: SNOWMOBILING SUITABILITY

View Map

Number, Name and Rating	Opportunities	Constraints
1. BOULDER MOUNTAIN		
• Low	• Excellent snow conditions and terrain • Highly accessible from highway	• Within proposed protected area • High value caribou habitat • Heli-ski tenure area • Small area for use
2. DORE RIVER		
• Low	• Excellent snow conditions and terrain for extreme riding • Highly accessible from McBride	• Conflicts with established back-country ski areas and heli-ski tenure areas • Area not approved by winter recreation group
3. HOLMES RIVER		
• Moderate	• Excellent snow conditions and touring area • Spectacular viewing • Highly accessible from near McBride	• Potential logging conflicts
4. CHALCO CREEK		
• Low	• Excellent snow conditions and touring area • Accessible from Holmes	• Potential impacts on mountain goats in alpine • Potential logging conflicts • High avalanche hazard
5. HORSEY CREEK		
• High	• Excellent snow conditions and terrain for extreme riding • Highly accessible from highway	• Potential impacts on mountain goats • Alpine area is within proposed heli-ski tenure
6. KIWA GLACIER		
• Moderate	• Excellent snow conditions and touring area • Highly accessible from road	• Proposed cat-ski tenure • Heavily deactivated road makes access difficult
7. MCLENNAN GLACIER		
• Moderate	• Excellent snow conditions and terrain • Accessible from Westridge • MOF recently installed trail to draw snowmobilers from Westridge	• May conflict with North Caribou Ski Traverse
8. DAVE HENRY CREEK		
• Low	• Excellent snow conditions and terrain • Highly accessible from road	• Conflicts with established back-country ski area and commercial lodge • Borders on Mt Robson Park • Could provide access to heli-ski tenure area

Continue to APPENDIX E: WILDLIFE VIEWING SUITABILITY

APPENDIX E: WILDLIFE VIEWING SUITABILITY

View map

The following table describes the species present at the wildlife viewing sites, and notes regarding the sites that contributed to the capability rating. The original site reference numbers from the MELP report have been retained, where applicable.

Site Number and Name		Wildlife	Notes	Capability
1	Ptarmigan Creek South	Potential Mountain Goat, Grizzly	Difficult access	L
2	Ptarmigan Creek North	Potential Mountain Goat, Grizzly	Difficult access	L
3	Camp Creek	Mule Deer, Moose; Fish - Rainbow Trout, Dolly Varden, Kokanee	Rainbow Trout and Dolly Varden spawn in the creek. Lots of birds in riparian. Good viewing of Kokanee Run.	M
4	Mount Thompson	Birds (2 Species); Mountain Goat, Hoary Marmot, Columbian Ground Squirrel	Difficult access. Gondola being considered.	M
5	Dave Henry Creek North	Grizzly	Difficult access	L
6	Cedarside	Moose, Deer, Black Bear	Moose and deer winter range, Black bear summer range, easy access.	M
7	Cranberry Marsh	Birds (95 Species); Moose, Black Bear, Beaver, Muskrat, Coyotes	A wildlife viewing development plan has been completed for this area.	V
8	Swift Creek Spawning Channel	Fish - Chinook Salmon; Birds - Herons, Eagles; Bear	Chinook Salmon spawn in this stretch of Swift Creek.	V
9	McLennan Flats	Moose	Private land.	L
10	Fraser River - Tete Jaune Cache	Chinook Salmon	Chinook Salmon spawn in this stretch of the Fraser River.Not many good viewpoints.	M
11	Rearguard Falls Provincial Park	Chinook Salmon, Birds (many)	The last two weeks of August are best to see the fish attempting to jump over the falls.	V
12	Mount Robson Provincial Park - Overlander	Potential Mountain Goat	Very difficult access.	L
13	Mount Robson Provincial Park - Railway Overpass	Birds (1 Species)	Cliff swallows nest on the overpass. Lots of other birds in vicinity. Dangerous viewpoint.	L
14	Mount Robson Provincial Park - Moose River Bridge	Birds (1 Species)	Cliff swallows nest on the bridge (spring only). Lots of other birds in vicinity. No good viewpoint, would require parking.	L
15	Mount Robson Provincial Park - Moose Marsh	Birds (51 Species); Coyote, Mink, Mule Deer, White-Tailed Deer, Moose, Elk, Beaver, Muskrat, River Otter	A wildlife viewing development plan has been completed for this area.	V
16	Mount Robson Provincial Park - Highway Corridor	Muskrat, Black Bear, Elk, Moose	Elk browsing along edge of highway corridor.	H
17	Mount Robson Provincial Park - Yellowhead Lake	Elk, Moose	Elk browsing along edge of highway corridor.	H
18	Mount Robson Provincial Park - Alpine Lakes	Potential Grizzly Bear	Trail access.	L

19	Mount Robson Provincial Park - Yellowhead Mountain	Mule Deer, Grizzly Bear, Elk, Black Bear; Birds	Trail access.	M
20	Mount Robson Provincial Park - Snowbird Pass	Pika, Hoary Marmot	This area contains a high concentration of Hoary Marmots. Long trail access only.	H
21	Mount Robson Provincial Park - Kinney Lake	Birds (14 Species); Beaver, Pika, Mountain Goat, Moose	Moose are only sighted occasionally.	H
22	Mount Robson Provincial Park - Cinnamon Peak	Mountain Goat	Mountain Goats are occasionally visible in the distance from the visitor centre.	L
23	Small River	Mountain Goat, Porcupine		L
24	Mount Goslin	Mountain Goat	Difficult access.	L
25	Shere Lake	Birds (15 Species); Deer, Black Bear	Black Bear occasionally.	M
27	Raush Valley	Coyote, Wolf, Moose, Black Bear, Grizzly Bear, Red Squirrel, Beaver	Private land at the junction of the Raush River and the Fraser River limits access into the valley.	M
28	Horsey	White-Tailed Deer, Moose; Birds	Riparian area birding. Difficult access.	L
29	Holliday Creek - Hidden Lake	Beaver, Black Bear, Mule Deer, Moose, Coyotes; Birds - Heron	No public access, private resort.	M
30	Upper Holiday Creek	Mountain Goat, Black Bear, Grizzly	Polygon in partial PAS area.	H
31	Holmes River/Chalco	Mountain Goat, White-Tailed Deer, Elk, Moose, Coyote, Wolf, Black Bear, Grizzly, Beaver; Fish - Salmon	Salmon spawning. Good birding. Frequent large mammals.	H
113	Eddy Lake	Birds (9 Species); Beaver	This is a possible future Ducks Unlimited Canada (D.U.C.) project site.	M
114	Crescent Lake	Birds (12 Species); Mule Deer, Elk, Bear, Coyote	This is a possible future Ducks Unlimited Canada (D.U.C.) project site. Private land. No public access.	L
115	Horseshoe Lake	Birds Many Species); Muskrat	A.D.U.C. project has been completed at this site.	V
116	Peterson Marsh	Birds (13 Species); Bear, Deer	This is a possible future Ducks Unlimited Canada (D.U.C.) project site. Private land. Limited public access.	L
117	West Twin - Legrand	Moose, Woodland Caribou, Black Bear, Coyote, Cougar	Good access.	M
118	East Twin Creek	Black Bear, Deer, Moose, Elk. Mountain Goat unlikely.	This site has a Mountain Goat lick.	L
119	Fleet Creek Marsh	Birds (2 Species); Beaver	Difficult access.	L
120	Goat River	Fish - Chinook Salmon	Chinook Salmon spawn in this area. Viewing opportunities not good.	L
121	Loos	Marten, Mule Deer, White-Tailed Deer, Moose	Private land. Some enhancement of wildlife habitat has been done by the land owner. Area includes old growth forest. General area has same opportunities.	M
122	Morkill River	Grizzly Bear, Mountain Goat, Elk, Moose, White-Tailed Deer; Fish -	Chinook Salmon spawn in this area. Is a glacial rv. with a sec.12 res. for wildlife on lower	V

		Chinook Salmon	portion.	
300	Middle Dore	Grizzly		H
301	South Dore	Marmot		H
302	Kiwa Creek	Grizzly		H

Continue to APPENDIX F: MOUNTAIN BIKING SUITABILITY

APPENDIX F: MOUNTAIN BIKING SUITABILITY

View map

Number, Name and Rating	Opportunities	Constraints
1. MCBRIDE PEAK AND MOUNT TEARE		
• High	• Forestry lookout road • Highly accessible from McBride	• Proposed for llama tours (may or may not be a conflict) • Sensitive alpine • Long uphill grade before alpine
2. BELL MOUNTAIN		
• High	• Established road to base of alpine • Cross-country ski trail network exists	• Sensitive alpine area • Long uphill climb to alpine
3. HOLMES RIVER VALLEY		
• High	• Extensive logging road in valley • Spectacular viewing • Generally good wildlife viewing • Opportunity for vehicular transport to top – ride down	• Potential conflicts with logging and motor vehicles
4. HORSEY CREEK		
• Moderate	• Deactivated logging road in valley portion • Highly accessible from highway	• Also proposed for llama tours and ATV tours • Alpine area difficult to access by bike
5. SMALL RIVER		
• Moderate	• Deactivated logging road in valley portion • Highly accessible from highway	• Also proposed for llama tours and ATV tours • Alpine area difficult to access by bike
6. KIWA CREEK		
• High	• Logging road on west fork, trail on south fork • Highly accessible from road • Very attractive destination (Kiwa Lake and Glacier)	• Also proposed for horse packing and ATV tours • Some high value grizzly habitat • Major road deactivation makes access more difficult
7. SWIFT CURRENT CREEK		
• High	• Trail • Highly accessible from highway • Partly within provincial park	• Proposed for llama tours (may or may not be a conflict)
8. MICA		
• Low	• Logging road and trail • Highly accessible from road • Interesting historical mine site	• Also proposed for horse packing, llama tours and ATV tours
9. WESTRIDGE		
• High	• Logging road and trail • Highly accessible from road • Close to Valemount	• Also proposed for ATV tours

Continue to APPENDIX G: SUMMARY OF MAPS

APPENDIX G: SUMMARY OF MAPS

Existing and potential tourism and recreation resources and constraints are illustrated on eight maps. In addition to the six suitability maps, two maps show summer and winter use capability, with all respective activities combined. This provides the opportunity to see the interrelationships among activities, particularly potential conflicts.

The following is a description of the information on the maps.

1. Summer Use Capability

In addition to base information, this map illustrates existing and potential use areas for summer activities and related constraints. The following is the information on the map with some comments on rationale for including the information and information sources.

Legend Item	Comments, Source
Features and Facilities	
• Special Feature	• Waterfalls, canyons, special lakes, geological features, hotsprings – sites of interest to tourists • from MOF LRMP, Recreation Plan and GPS points
• Existing Lodge Site	• Existing lodges outside of municipalities • from local consultant
• Hut - Overnight	• Rustic accommodation structures • from MOF LRMP, Recreation Plan and GPS points
• Warm-up Hut	• Rustic warm-up structures • from MOF LRMP, Recreation Plan and GPS points
• Forest Recreation Site	• Established MOF sites • From MOF and local consultant
• Trail	• trails with capability for hiking, some are managed by B.C. Parks or MOF • from MOF and local consultant
• Permanent ice mass	• Visual feature and interest point for summer use • From BC Atlas
Use Areas	
• ATV Tours (application for tenure)	• Needs confirmation • From operator survey, BCAL and local consultation
• Mountain Biking	• Established use area • From operator survey and local consultation
• Llama Tours	• Established use area • From operator survey and local consultation
• Horse Trail	• Established use area • From operator survey, BCAL and local consultation
• Horse Packing area (application for tenure)	• Established use area • From operator survey and local consultation
• Gentle Raft Tours	• Established use area • From operator survey and local consultation
• Jet Boat Tours	• Established use area • From operator survey and local consultation
• Canoeing	• Established use area • From operator survey and local consultation
• Kayaking	• Established use area • From Recreation Plan and local consultation
• White Water Rafting	• Established use area • From operator survey and local consultation
• Fishing	• Established use area

	• From MOF and local consultant
• Power Boating	• Established use area • From MOF Plan and local consultant
Capability Areas	
• ATV Tours	• Informal use area • From operator survey, BCAL and local consultation
• Mountain Biking	• Potential use area • From operator survey and local consultation
• Mountain Biking (application for tenure)	• Potential use area • From BCAL
• Llama Tours	• Potential use area • From operator survey and local consultation
• Horse Trail	• Potential use area • From operator survey, BCAL and local consultation
Constraints	
• Community Watershed	• Not appropriate for motorized use • From LRMP
• High Value Grizzly Habitat	• Potential constraint for motorized use • From LRMP
• Highly Altered Area	• Unattractive for wilderness-oriented uses • From Visual Landscape Inventory EVC of EM, MM, or M; data for southern portion of district (Kinbasket) was not useable (too general)
Protected Areas	
• Park or Ecological Reserve	• Provincial Park or Ecological Reserve • Commercial operation requires Park Use Permit • From LUCO
• Proposed Protected Areas	• Proposed within provincial Protected Area Strategy (PAS) • Limit commercial use or modification until status is known • From LUCO
• Recreation and conservation areas (per Crown Land Plan	• Not appropriate for some motorized uses • From MOF

2. *Winter Use Capability*

In addition to base information, this map illustrates existing and potential use areas for winter activities and related constraints. The following is the information on the map with some comments on rationale for including the information and information sources.

Legend Item	Comments, Source
Features and Facilities	
• Special Feature	• Waterfalls, canyons, special lakes, geological features, hotsprings– sites of interest to tourists • from MOF LRMP, Recreation Plan and GPS points
• Existing Lodge Site	• Existing lodges outside of municipalities • from local consultant
• Hut - Overnight	• Rustic accommodation structures • from MOF LRMP, Recreation Plan and GPS points
• Warm-up Hut	• Rustic warm-up structures • from MOF LRMP, Recreation Plan and GPS points
• Forest Recreation Site	• Established MOF sites • From MOF and local consultant
• Trail	• trails that may be used for winter access, some are managed by B.C. Parks or MOF • from MOF and local consultant
• Ski Traverse	• Route for multiple-day backcountry ski trips • From MOF
• Permanent Ice Mass	• Visual feature and potential ski area • From BC Atlas
Use Areas	
• Heli-skiing Tenure	• Established area • From BCAL and local consultant
• Snowmobile Trail (sanctioned)	• Agreed use area per winter land use planning process • From operator survey, BCAL and local consultation
• Snowmobile Area (sanctioned)	• Agreed use area per winter land use planning process • From operator survey, MOF and local consultation
• Existing Dogsledding (application for tenure)	• Established use area • From operator survey, BCAL and local consultation
• Backcountry Skiing Area	• Established use area supported by winter land use planning process • From operator survey, MOF and local consultant
• Cross-country Skiing Area (groomed)	• Established use area • From Recreation Plan, MOF and local consultation
Capability Areas	
• Heli-skiing (application for tenure)	• Proposed expansion, under review • From operator survey and BCAL
• Snowmobile Trail (General Use Area)	• Informal use area • From operator survey and local consultation
• Cat Skiing Trail (application for tenure)	• Potential use area • From operator survey and local consultation
• Cat Skiing Area (application for tenure)	• Potential use area • From operator survey, BCAL and local consultant
Constraints	
• Community Watershed	• Not appropriate for motorized use • From LRMP
• High Value Caribou Habitat	• Potential constraint for motorized use • From LRMP
• Medium Value Caribou Habitat	• Potential constraint for motorized use • From LRMP
Protected Areas	
• Park or Ecological Reserve	• Provincial Park or Ecological Reserve • Commercial operation requires Park Use Permit

	• From LUCO
• Proposed Protected Area	• Proposed within provincial Protected Area Strategy (PAS) • Limit commercial use or modification until status is known • From LUCO
• Recreation and conservation areas (per Crown Land Plan	• Not appropriate for some motorized uses • From MOF

3. Resort/Lodge Suitability and

4. Hut Suitability Maps

In addition to base information, these two maps illustrate potential sites for a back-country resort/lodge or hut and related constraints. The following is the information on the maps with some comments on rationale for including the information and information sources.

Legend Item	Comments, Source
Features and Facilities	
• Special Feature	• waterfalls, canyons, special lakes, geological features, hotsprings– sites of interest to tourists • from MOF LRMP, Recreation Plan and GPS points
• Existing Lodge Site	• existing lodges outside of municipalities • from local consultant
• Forest Recreation Site	• Established MOF sites • From MOF and local consultant
• Hut - Overnight	• Rustic accommodation structures • from MOF LRMP, Recreation Plan and GPS points
• Warm-up Hut	• Rustic warm-up structures • from MOF LRMP, Recreation Plan and GPS points
• Trail	• trails that may be used for winter access, some are managed by B.C. Parks or MOF • from MOF and local consultant
• Ski Traverse	• Route for multiple-day backcountry ski trips • From MOF
• Permanent Ice Mass	• Visual feature and potential ski area • From BC Atlas
Resort/Lodge or Hut Suitability	
• Resort/Lodge or Hut Suitability – Very High, High, Moderate, or Low	• Potential sites rated for suitability (see Appendix C) • From MOF, Evanoff, and local consultant
• Back-country Tourism Potential	• Areas with potential for back-country use, particularly skiing • From MOF, Evanoff
• Highly Altered Area	• Unattractive for back-country lodge/resort • From Visual Landscape Inventory EVC of EM, MM, or M; data for southern portion of district (Kinbasket) was not useable (too general)
• Visually Sensitive Area	• May be difficult to obtain approval for development in this area • From Visual Landscape Inventory VQO of P or R; data for southern portion of district (Kinbasket) was not useable (too general)
Constraints	
• Community Watershed	• Limitation for resort/lodge • From LRMP
• High Value Caribou Habitat	• Potential constraint for resort/lodge • From LRMP
• High Value Grizzly Habitat	• Potential constraint for resort/lodge – area could also be high caribou habitat (that is more critical and overrides) • From LRMP
• Medium Value Caribou Habitat	• Potential constraint for resort/lodge - area could also be

	high grizzly habitat (that is more critical and overrides) • From LRMP
Protected Areas	
• Park or Ecological Reserve	• Provincial Park or Ecological Reserve • Unsuitable location for resort/lodge • From LUCO
• Proposed Protected Area	• Proposed within provincial Protected Area Strategy (PAS) • Unsuitable location for resort/lodge until status is known • From LUCO
• Recreation and conservation areas (per Crown Land Plan	• Unsuitable location for resort/lodge • From MOF

5. Snowmobiling Suitability

Base information on this map is the same as on the Winter Use Capability Map. In addition, this map illustrates snowmobiling suitability as described in Appendix D. The information on suitability is derived from local consultation and tenure applications.

6. Wildlife Viewing Suitability

In addition to base information, this map illustrates suitability for wildlife viewing (see Appendix E) and related habitat areas. The following is the information on the map with some comments on rationale for including the information and information sources.

Legend Item	Comments, Source
Features and Facilities	
• Special Feature	• waterfalls, canyons, special lakes, geological features, hotsprings– sites of interest to tourists • from MOF LRMP, Recreation Plan and GPS points
• Existing Lodge Site	• existing lodges outside of municipalities • from local consultant
• Forest Recreation Site	• Established MOF sites • From MOF and local consultant
• Hut - Overnight	• Rustic accommodation structures • from MOF LRMP, Recreation Plan and GPS points
• Warm-up Hut	• Rustic warm-up structures • from MOF LRMP, Recreation Plan and GPS points
• Trail	• trails that may be used for winter access, some are managed by B.C. Parks or MOF • from MOF and local consultant
• Community Watershed	• Limitation for motorized access • From LRMP
• Permanent Ice Mass	• Visual feature and potential ski area • From BC Atlas
Wildlife Viewing Suitability	
• Very High, High, Moderate, or Low	• Original sites were identified by MELP (MoI); sites and ratings were modified by local consultant using LRMP data and local knowledge; no sites were eliminated and original numbers were retained; sites 300 – 302 were added
Wildlife Habitat Areas	
• High Value Caribou Habitat	• Illustrated in relation to potential viewing areas • From LRMP
• High Value Grizzly Habitat	• Illustrated in relation to potential viewing areas – area could also be high caribou habitat (that is more critical and overrides) • From LRMP

• Medium Value Caribou Habitat	• Illustrated in relation to potential viewing areas - area could also be high grizzly habitat (that is more critical and overrides) • From LRMP
Protected Areas	
• Park or Ecological Reserve	• Provincial Park or Ecological Reserve • Unsuitable location for resort/lodge • From LUCO
• Proposed Protected Area	• Proposed within provincial Protected Area Strategy (PAS) • Unsuitable location for resort/lodge until status is known • From LUCO
• Recreation and conservation areas (per Crown Land Plan	• Unsuitable location for resort/lodge • From MOF

7. Mountain Biking Suitability

Base information on this map is the same as on the Summer Use Capability Map. In addition, this map illustrates mountain biking suitability as described in Appendix F. The information on suitability is derived from local consultation and tenure applications.

8. Cat Skiing Suitability

Base information on this map is the same as on the Winter Use Capability Map. In addition, this map illustrates mountain biking suitability as described in section 3.3.6. The information on suitability is derived from local consultation and tenure applications.

Continue to BIBLIOGRAPHY

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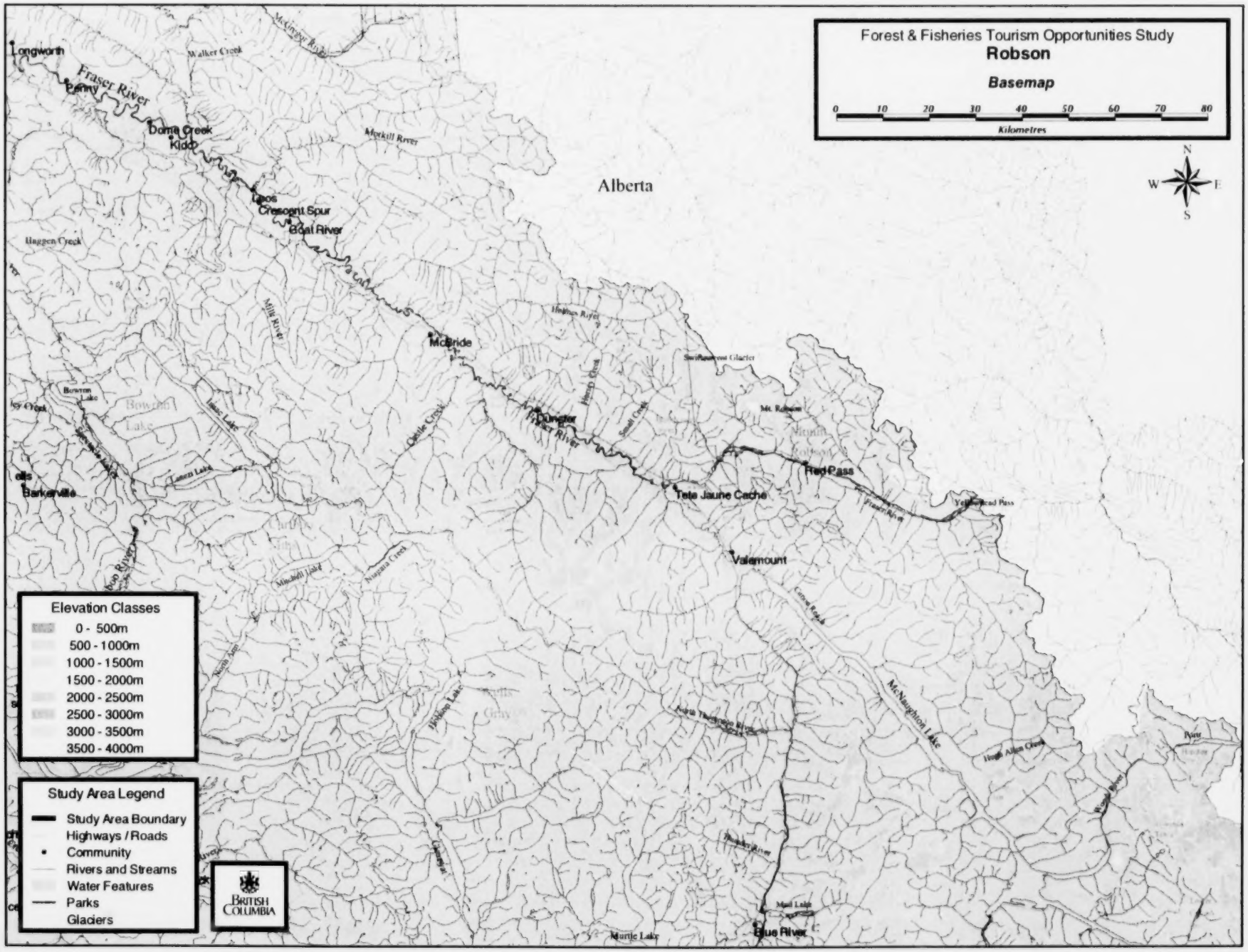

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Barkerville
Lanezi Lake
Cattle Creek
Niagara Creek
Mitchell Lake
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Holston Lake
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Mud Lake
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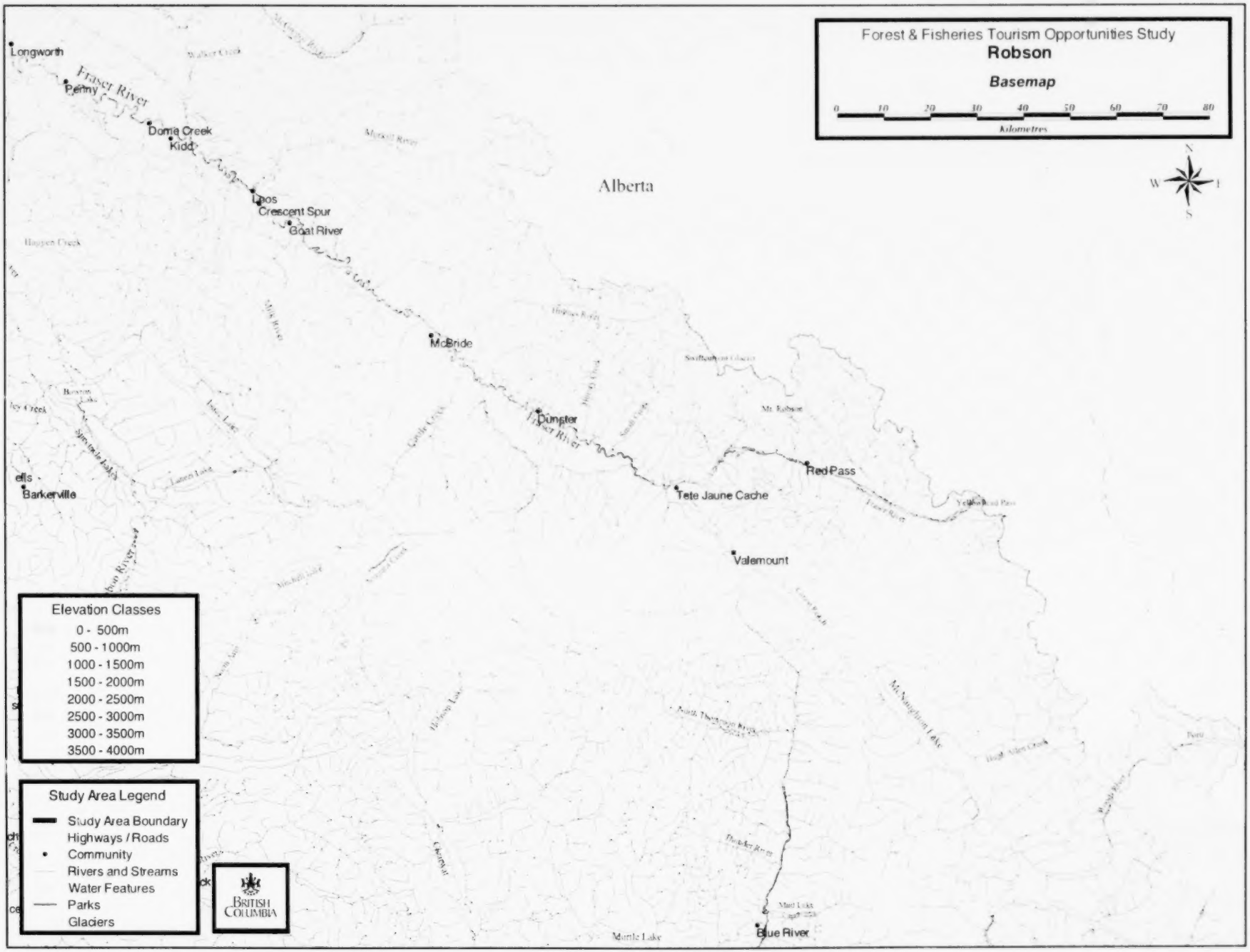
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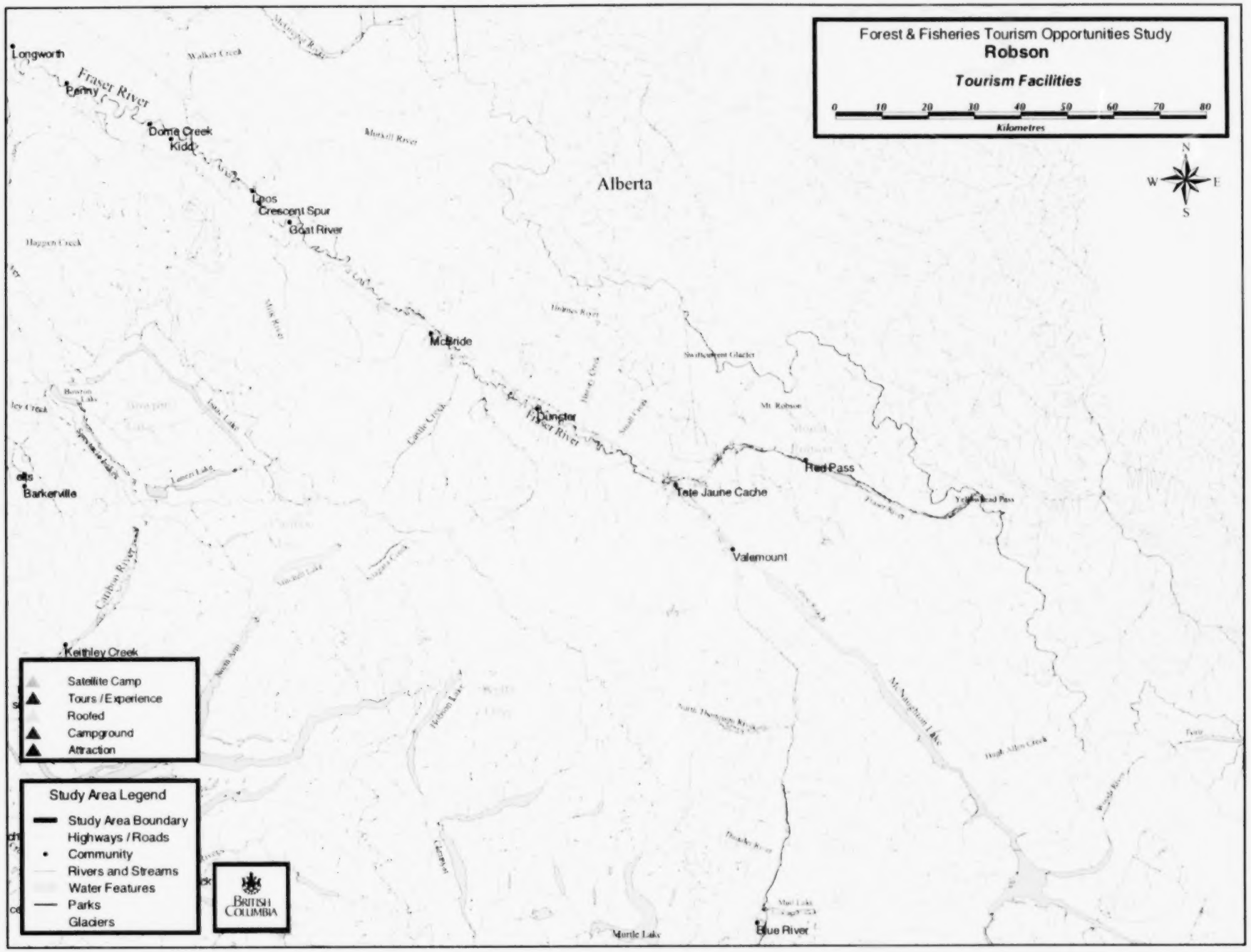
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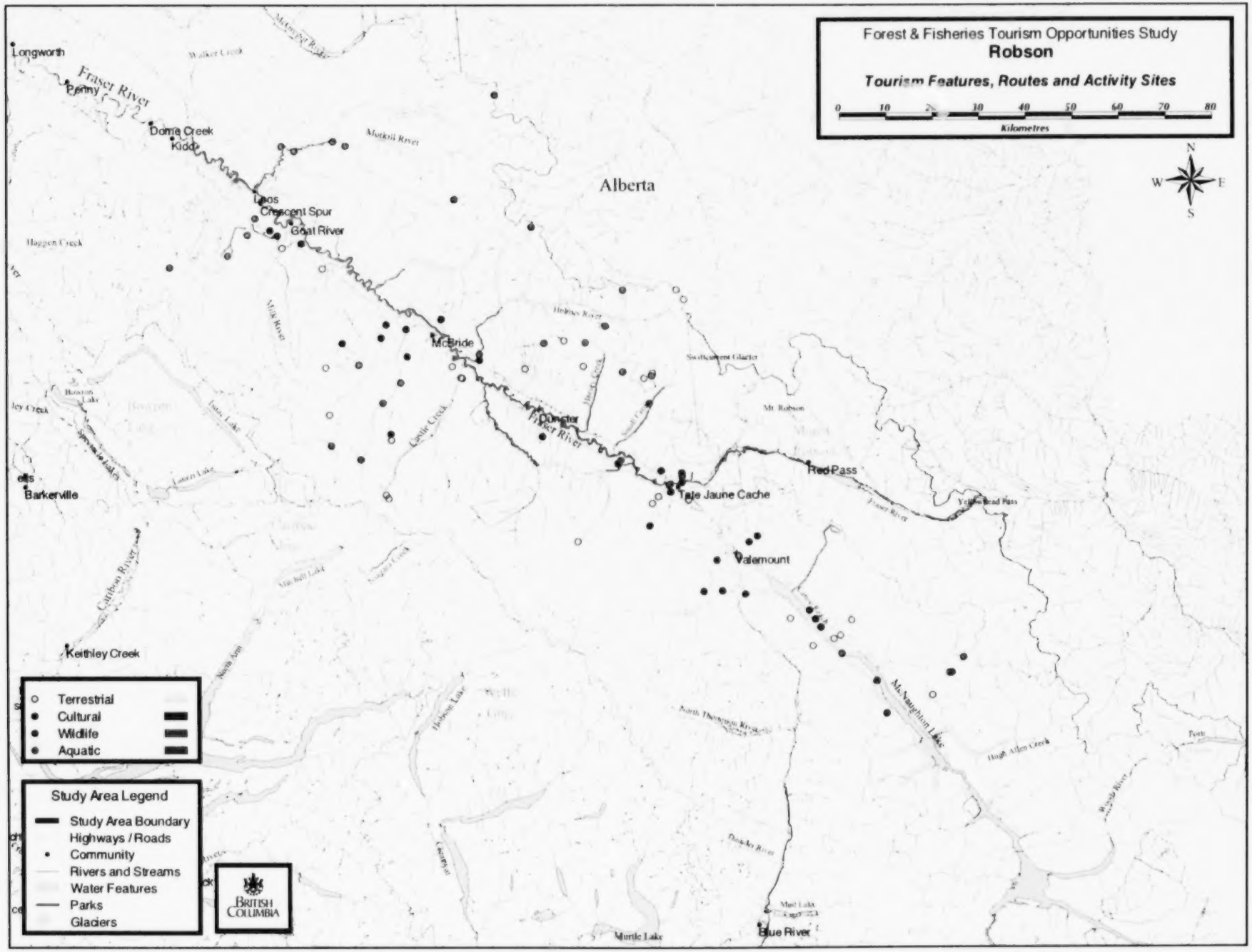
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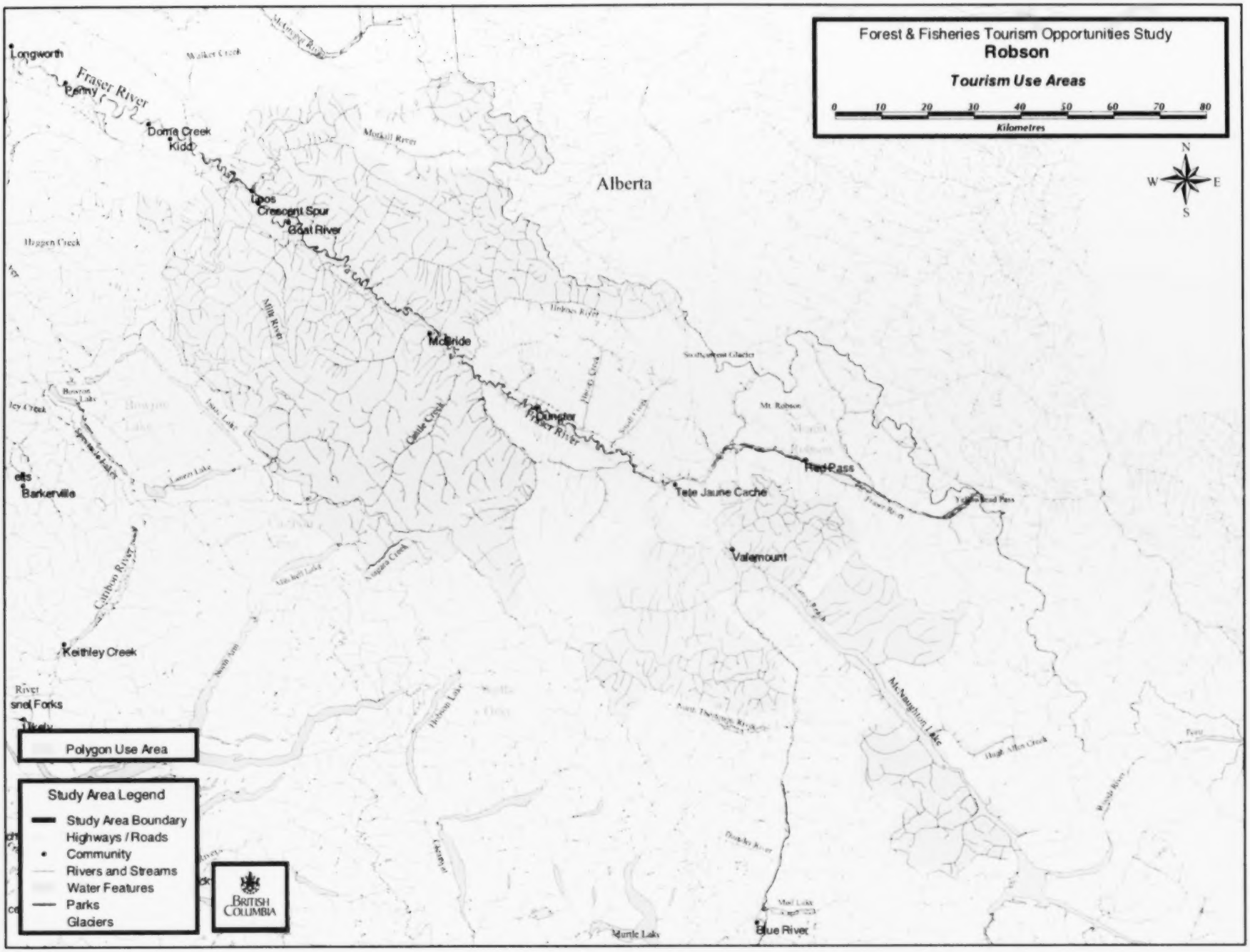
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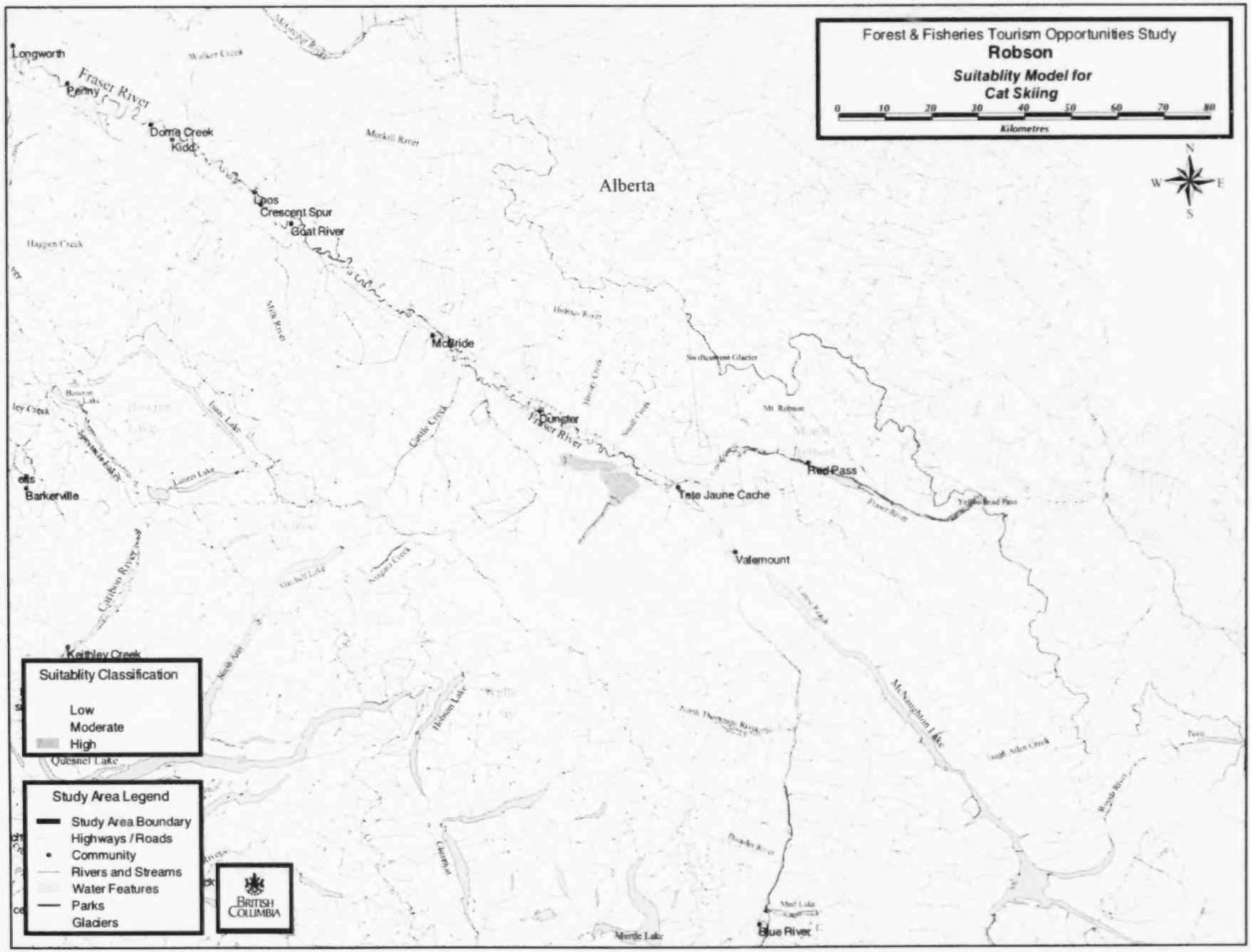
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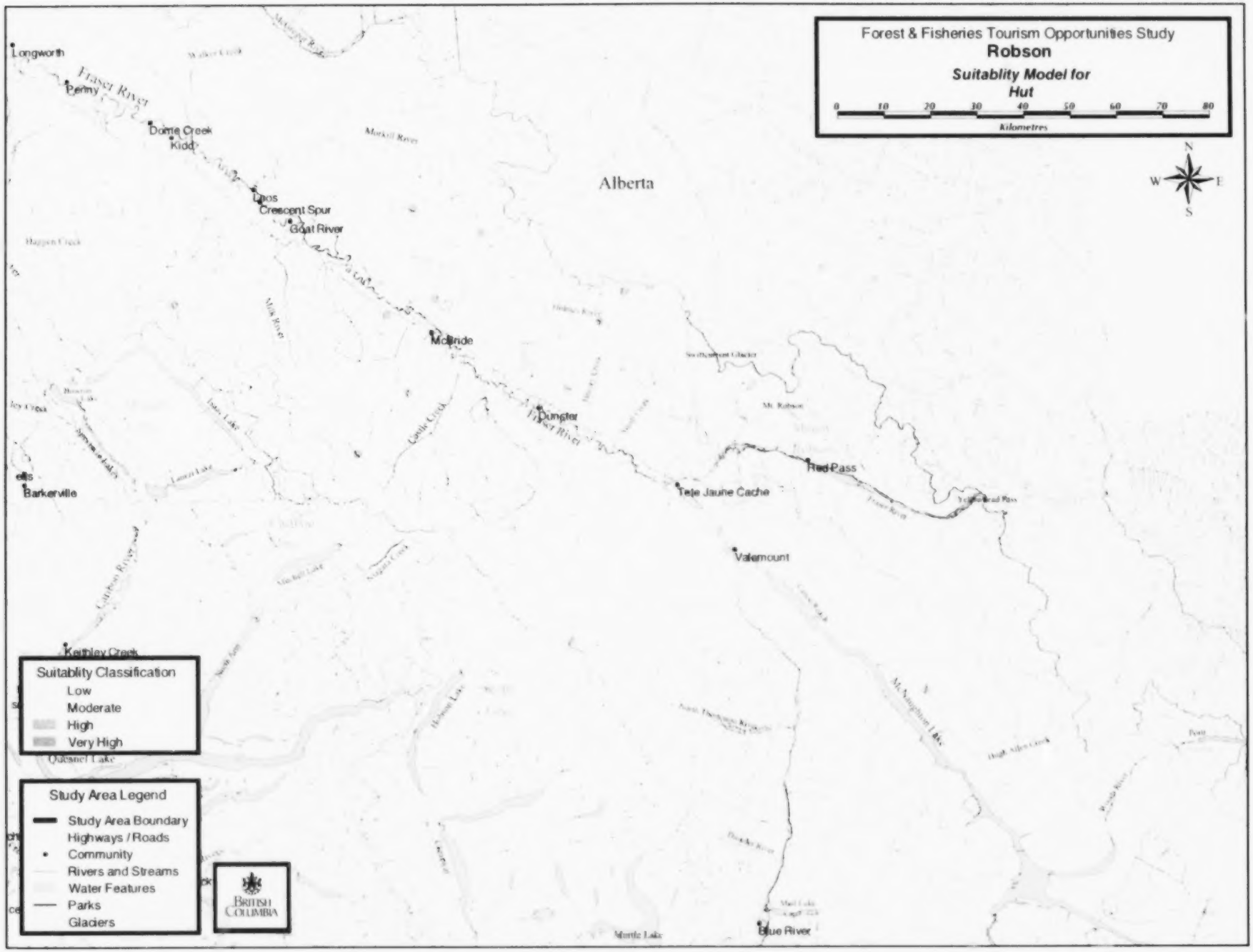
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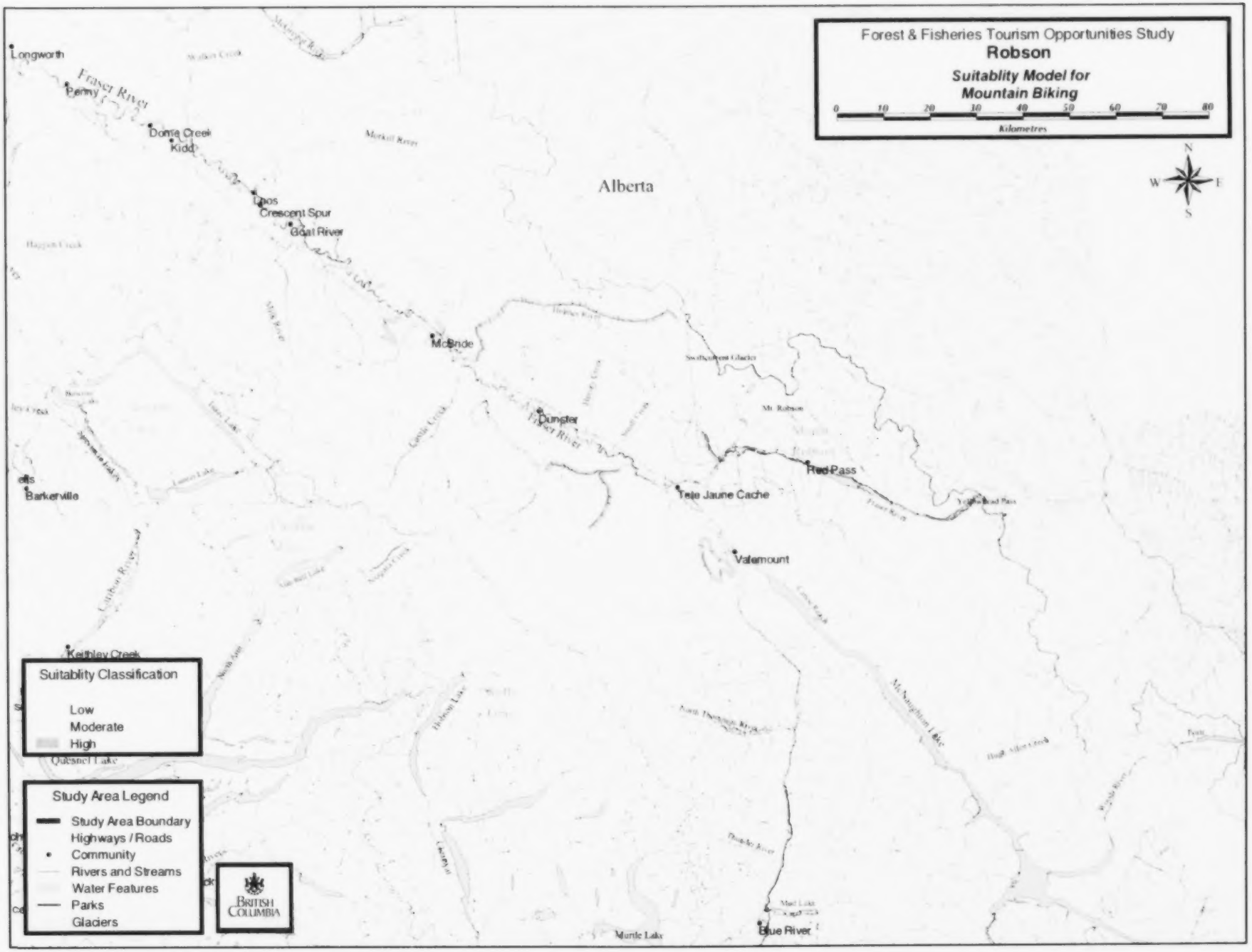
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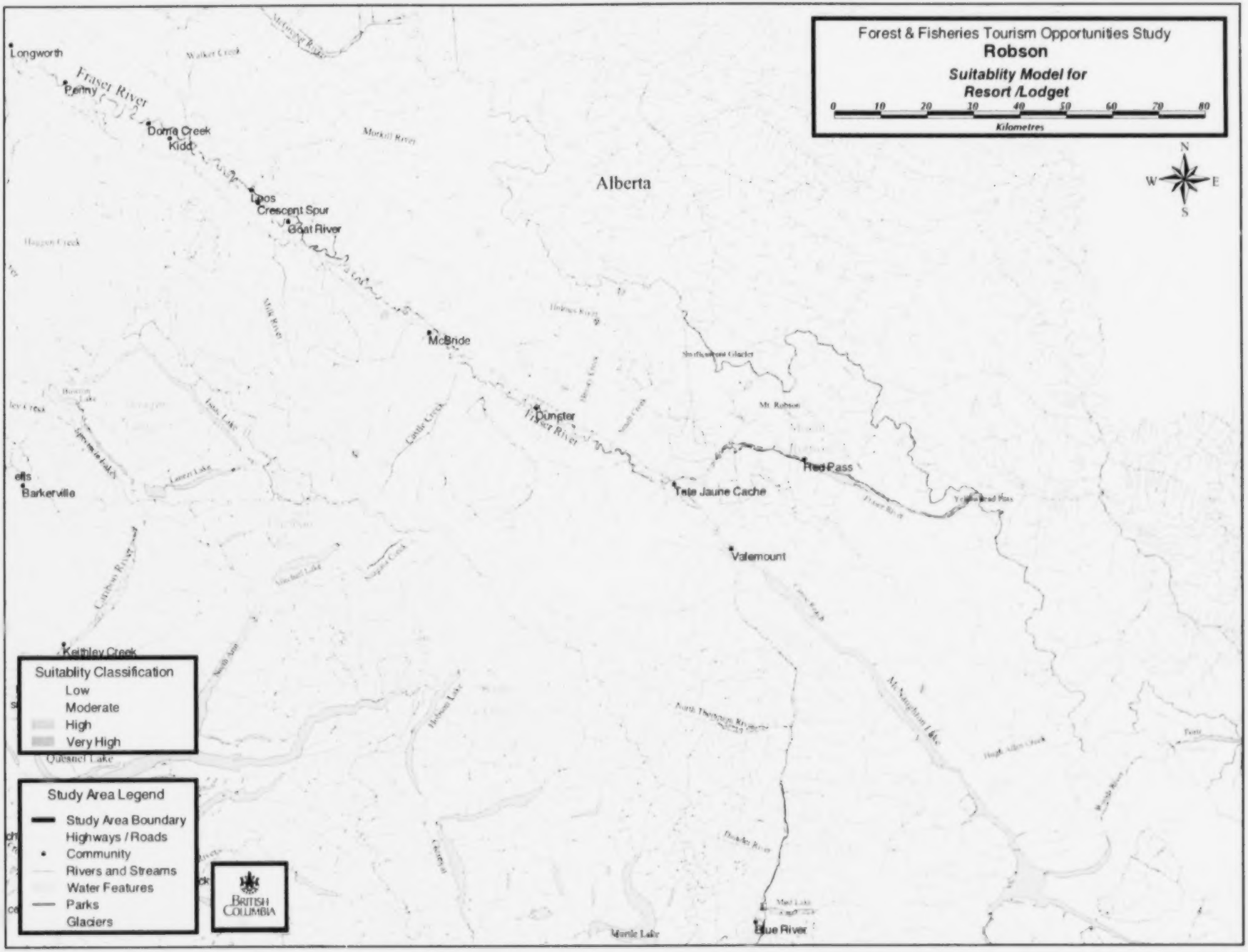
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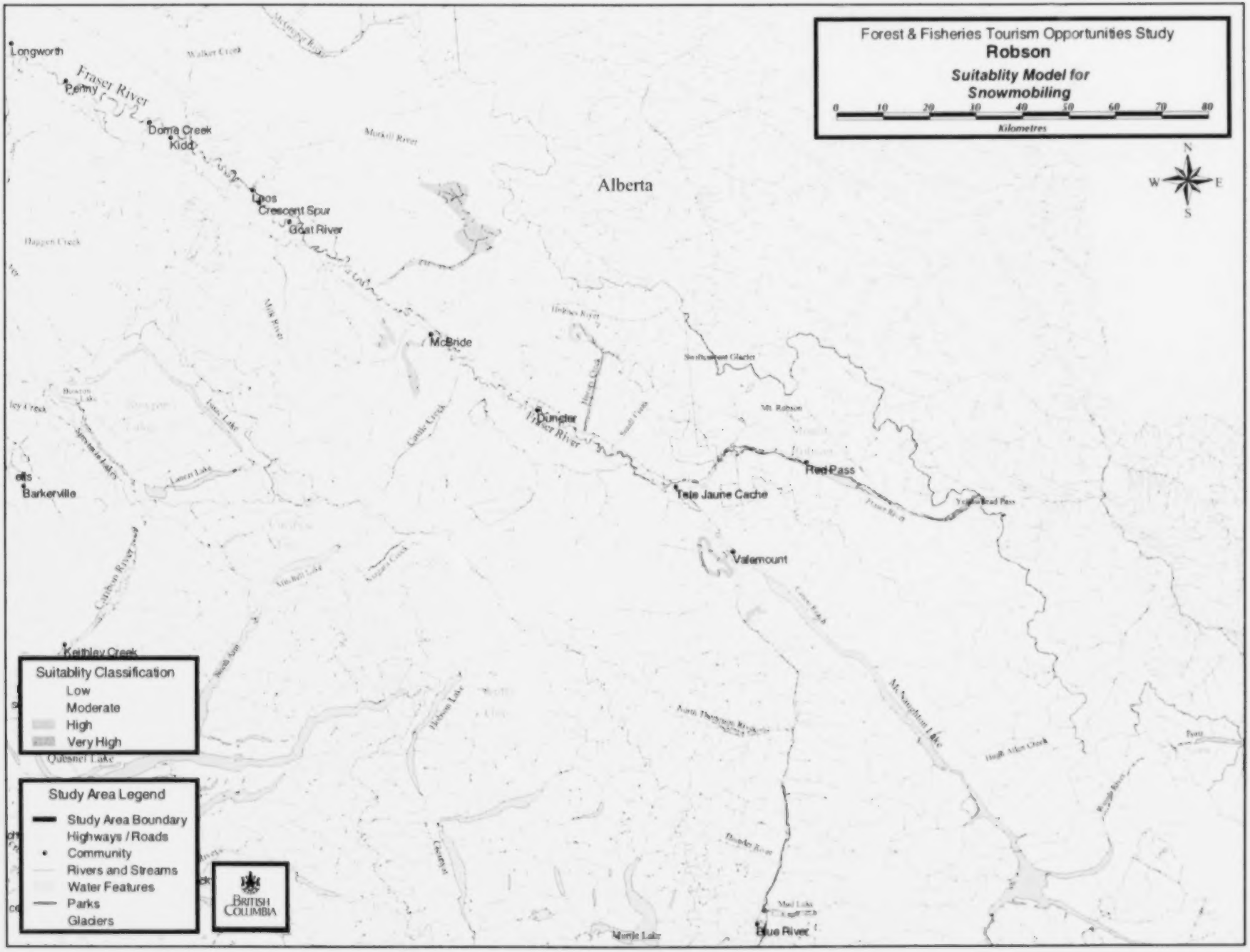
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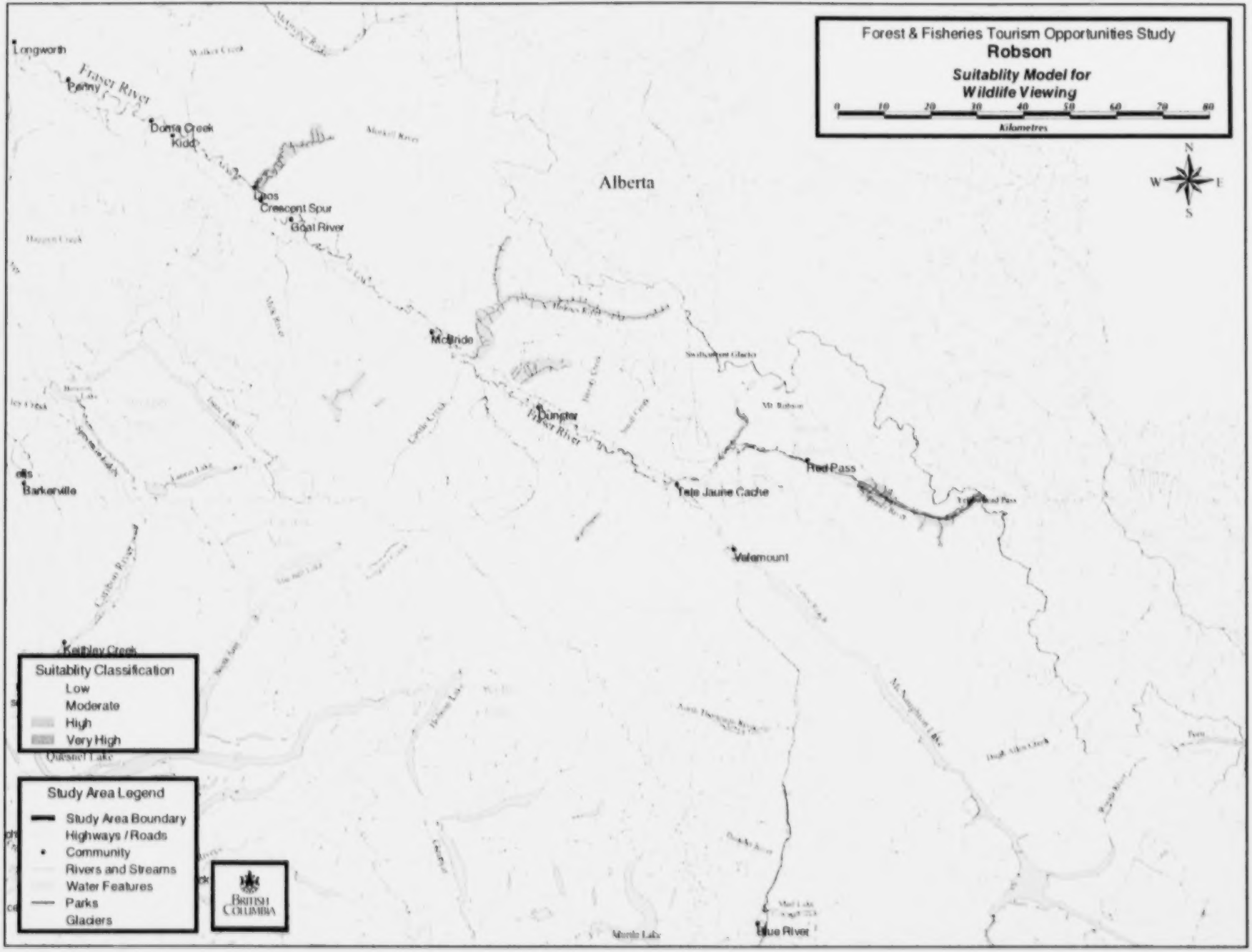
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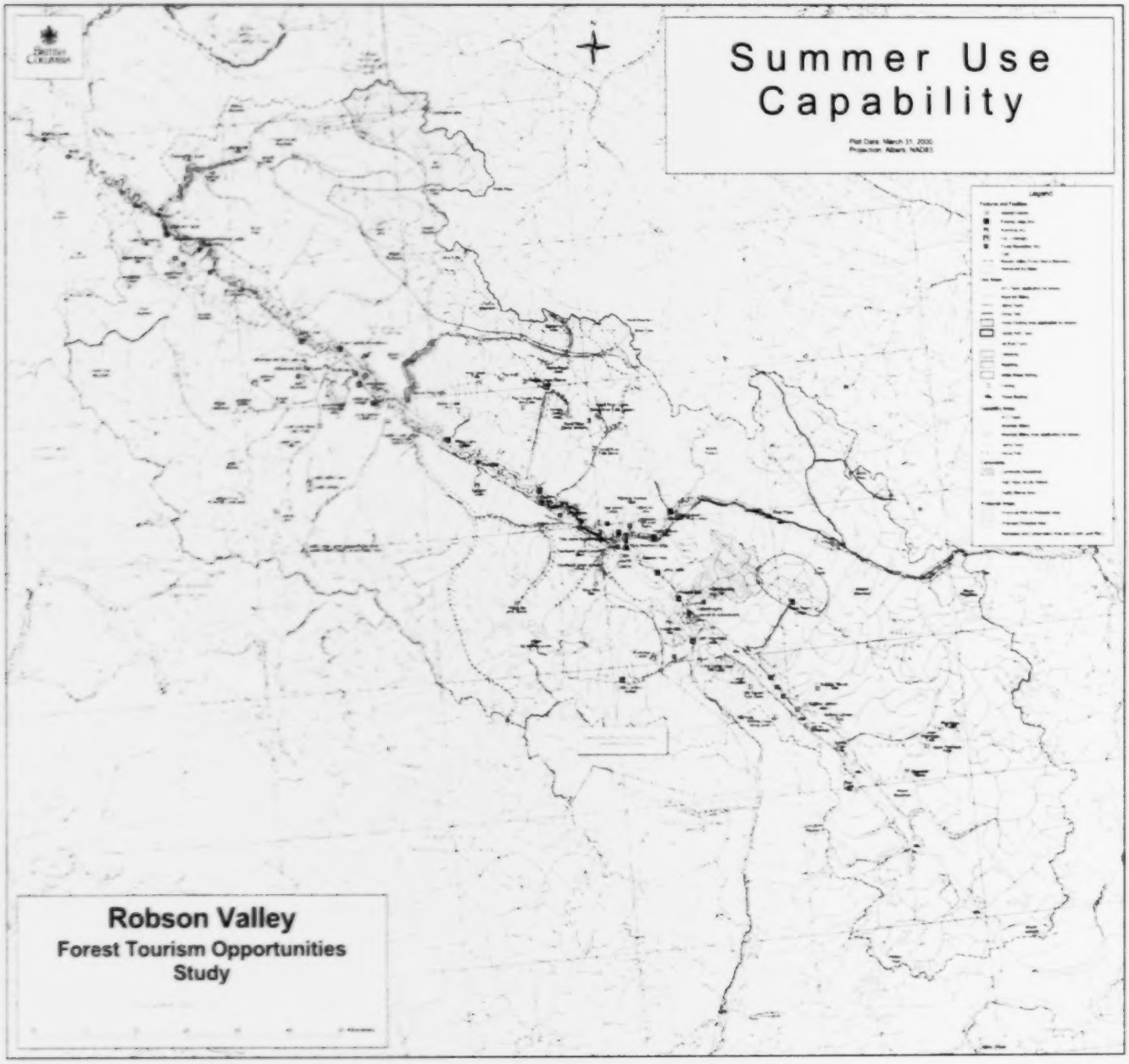
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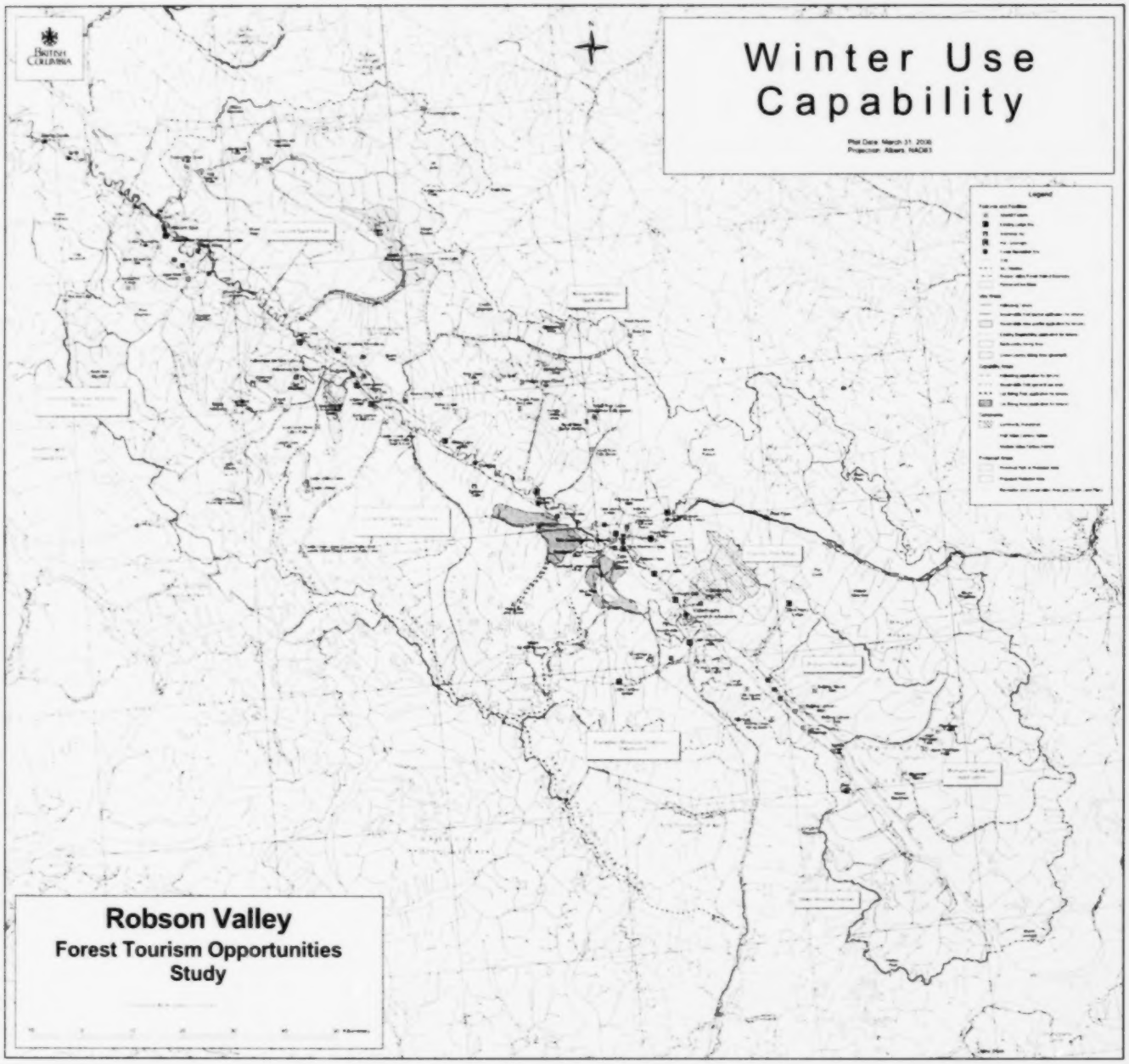
Forest Tourism Opportunities Study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Winter Use Capability
Plot Date: March 31, 2006
Projection: Albers, NAD83
Legend
Robson Valley
Forest Tourism Opportunities Study